

CHEMIST & DRUGGIST

the newsweekly for pharmacy

October 20, 1990



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Our TV commercial for the new OTC range of Asilone liquid and tablets is the first ever for a serious indigestion remedy. Of course, you'll find Asilone's still as effective as ever. In fact the only discomfort you may experience is if you haven't ordered enough.



Sawtry GPs duck judicial review

EC Directive on vitamins in 1991?

Robert Labs to shut in six weeks

The right approach to staff induction...



Baby boomers bring business

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New from Stafford Miller, Search Dental Rinse contains Cetylpyridinium Chloride BP, a proven anti-plaque agent backed by extensive published clinical trials on its actual formulation.¹⁻⁷

As part of the Search Oral Healthcare Programme, Search Dental Rinse is designed to complement daily toothbrushing and flossing. Search Dental Rinse has a new product licence for the maintenance of good oral hygiene and is suitable for all patients with less than ideal plaque control. Results from taste trials⁸ indicate excellent acceptability.

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So make sure you're well stocked to meet demand!

Search Dental Rinse - the clinically proven anti-plaque rinse you can recommend with confidence.

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CHEMIST & DRUGGIST

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COMMENT

Pharmacy has seen justice served in yet another rural dispensing legal battle, this time over Sawtry after a protracted dispute where the doctors were seeking to question the very basis of the way in which the Secretary for Health interpreted regulations governing "the proper provision of general medical and pharmaceutical services in any locality". Dr Hackman and partners, who presumably were backed by the British Medical Association and the General Medical Services Committee, have withdrawn from a judicial review to determine the right of pharmacist Bhupendrakumar Lakhani to provide a pharmaceutical service. They have undertaken to pick up the legal costs of the other parties and, although the judicial review had yet to be heard, the legal fees must run into tens of thousands of pounds.

The assumption must be that the doctors found eventually they had no case — or not one that leading Counsel felt they stood any realistic chance of winning — and so chose to cut their losses. This is gratifying for pharmacists, and the Department of Health, which was standing by its definition of pharmaceutical services. No one pretends that the rural dispensing regulations are

perfect, but they do provide a reasonable means of controlling the provision of pharmaceutical services in a rural area — notwithstanding the fact that the medical profession is forever using procedural niceties to disrupt the process. And it should be noted that their manoeuvring rarely benefits the patient.

So it has proved in Sawtry, where Mr Lakhani first opened his pharmacy in September 1988. Patients from the doctor's dispensing list should have transferred after six months to their prescribing list, but two unsuccessful appeals by the dispensing practice to the Health Secretary questioning the Rural Dispensing Committee's decision to delayed that transfer — and so did this judicial review. That transfer will take place forthwith, but who will compensate Mr Lakhani for the loss of 18 month's dispensing business that reasonably he could have expected after the granting of his contract? Redress through the courts in such cases is, we understand, notoriously difficult.

No doubt Mr Lakhani is anxious to get on with providing a model pharmaceutical service to delight any doubting Sawtry villagers. Satisfied patients will be hopefully be some compensation for months of frustration.

Medical side pull out of Sawtry judicial review

Dispensing doctors from Sawtry, Cambs, who were being backed by the medical establishment, have withdrawn from a judicial review which could have challenged the definition of pharmaceutical services only days before the case was due to be heard.

The case was due to be heard on Wednesday. Mr David Reissner of solicitors Charles Russell, who had been instructed by the Pharmaceutical Services Negotiating Committee to act for the Sawtry pharmacist Mr Bhupendrakumar Lakhani, was told of the move at the end of last week. The costs of Mr Lakhani, the Department of Health and Cambridgeshire Family Practitioner Committee will be met by the medical side.

Mr Reissner describes the move as "an important climb down", and says: "One would not expect the Department's definition (of pharmaceutical services) to be challenged in the near future by the medical establishment." The British Medical Association, to which inquiries were referred by Hempsons, the dispensing doctors' solicitors, would not comment: the case was due to be discussed by the General Medical Services Committee on Thursday.

The Sawtry rural dispensing dispute began in late 1988. In January this year the Health Secretary Kenneth Clarke for the second time dismissed the GPs' appeal against the Rural Dispensing Committee's decision to approve a pharmacy. Mr Lakhani had been granted a contract by Cambridgeshire FPC 18 months earlier, but a procedural problem had allowed the doctors to take the issue to judicial review in the High Court in 1989.

In May the doctors once again challenged Mr Lakhani's right to dispense, but this time on more fundamental grounds. The practice was granted a second judicial review contesting the Secretary of State's interpretation of the definition of "proper provision of general medical and pharmaceutical services in any locality". The case was seen as of vital importance to pharmacy as it challenged the interpretation of the statutory wording.

Both the PSNC and the

National Pharmaceutical Association pledged support for Mr Lakhani.

Meanwhile Cambridgeshire FPC, on the instructions of the Department of Health, delayed the transfer of patients from the GPs' dispensing list, due to have taken place on July 10, until the outcome of the judicial review was known. There should now be no reason why the transfer cannot take place.

"One has to view the outcome as an important milestone in this area of pharmacy law because it means that, although there will be similar applications to provide pharmaceutical services in rural areas in future, one would not expect any further challenges from GPs to the interpretation put forward by the Secretary of State," Mr Reissner says.

It is unlikely that Mr Lakhani will seek damages due to loss of income that the dispute has entailed.

"It is very difficult to recover damages in a case like this where a public body has made a decision in good faith," says Mr Reissner. He added that the campaign waged against the pharmacy in the village by the doctors had caused a great deal of anxiety among patients, and hoped there will be some sort of public reconciliation.

Mr Lakhani was delighted that case had finally been concluded. "The FHSAs says it hopes to transfer the patients in two to three weeks. In the village everybody seems to have accepted the pharmacy. They are coming into the shop and bringing prescriptions."

Challenge to make up of new FHSAs

The composition of family health service authorities was criticised by Michael Morris (Cons) in the Commons on Tuesday.

Complaining that "hosts of associate members" were being appointed, he said it was getting out of hand. He also called for an end to "the warfare" between the Department of Health and the medical profession.

Mr Robin Cook, Labour's Shadow Health Secretary, attacked the Government for appointing too many businessmen to regional and district health authorities.

He contrasted the Government's refusal to appoint trade union officials to health authorities on the grounds of conflict of interest with the decision to appoint the marketing manager of Glaxo to the East Herts authority.

Thieves target perfumes in North East

Pharmacies in the North East of England are experiencing a spate of break-ins, with the raiders selectively taking high price perfumes and toiletries. In recent days the method of entry has become increasingly desperate.

At 5am on October 8 raiders rammed a brown BMW car through the armoured plate glass window of Richard Wake Chemist Ltd, Prince Edward Road, South Shields. They broke into glass cabinets and loaded £10,000 of French perfumes into a plastic dustbin before making off.

Richard Wake said in 25 years of trading from the premises he had encountered just petty shoplifting until last November.

when another batch of perfumes and toiletries had been taken. He has now resorted to using displays only and is keeping the main stock out of sight.

Six days earlier at 7.30pm a gang wearing ski masks and carrying baseball bats used a white Vauxhall Astra GTE to break through security shutters on the premises of Leadbitter & Son Ltd, Blandford Street, Sunderland.

They then used a scaffolding pole with a piece of metal welded to its end to prise open the shutters, before smashing the door glass and breaking into the perfume cabinets. Perfumes worth £9,000 went in little more than a minute and although the

police arrived within five minutes they were unable immediately to find the car. It had false plates and was found abandoned later.

Also in the past few months, thieves, gaining access in a variety of ways, have raided at least five pharmacies in what was the Durham and Wearside chain of Thompson (Chemists) Ltd. On each occasion perfumes have been taken. The thieves have been going for agency lines at the more expensive end of the market.

Thompson (Chemists) was taken over by AAH Pharmacy Concessions Ltd in January and they are currently being franchised.

ABPI opposes local drug formularies

The Association of the British Pharmaceutical Industry is putting up opposition to the use of local medicine formularies by general practitioners. The Association's director of medical affairs, Dr Frank Wells, writes in a booklet published this week that those compiling such formularies might feel obliged to draw up lists largely limited to older and less expensive medicines.

He argues that there will be the temptation to try to impose formularies on GPs and that experience in the United States

indicates that obligatory formularies led to higher costs. They prevent prescribers from selecting newer and more effective medicines, and positively harm research and development investment by pharmaceutical companies, he says.

Some supporters of local formularies had also advocated that medicines which had been on the market for less than five years should not be included in a formulary. "But if every doctor were to follow that dictum no new medicines would ever be

prescribed and pharmaceutical innovation would come to a complete standstill," says Dr Wells.

He suggests that the educational exercise of helping to draw up a formulary is far more valuable than referring to it once it has been produced. He argues that few doctors who have not been involved in drawing up a formulary are actually likely to use it to decide what to prescribe. "Would formularies work for patients?" ABPI, 12 Whitechapel, London SW1A 2DY.

EC Directive on vitamins coming soon

There are strong indications that the European Commission in Brussels is working towards the publication of a draft Directive in early 1991 to control the status of vitamins and supplements.

A conference Athens at the end of November, sponsored by the World Health Organisation, which will be attended by officials from the Commission's department DG3, may prove crucial to determining how "foods for dietetic purposes" are defined, according to Roger Lane, chairman of G.R. Lanes and a member of the industry lobby group, the Vitamin Forum. The subject has moved nearer the top of the agenda since Belgium and Greece introduced national legislation on the issue.

Medicines have been subject to a number of Directives going back to the early '70s, but these do not control vitamins and supplements. "The indications now point towards the possibility of an intermediate group of products between foods and medicines," says Mr Lane, "covered by a separate Directive. Vitamins would be considered as a separate group of dietetic foods which must be subject to certain controls. They would be credited with certain medical values, but would not be allowed to make medical claims."

There is considerable dispute going on in Europe over the dosage levels of vitamins that can be sold in products described as supplements. Some countries favour a multiple of the recommended daily amount. The UK's position is that provided the compound is safe there should be no limit on dose, says Mr Lane. If an upper limit of three times the RDA was adopted, 40 per cent of products in the UK would have to be taken off the market, it is claimed.

The International Dietetic Food Manufacturers Association, which along with the WHO is likely to be influential in determining policy, has recently reached broad agreement with the British view that foods can be defined as products which are safe in normal doses, and which do not make medicinal claims. The COMA report, re-evaluating current UK RDA's and introducing them for zinc and vitamin E, is also expected later this year.

Maurice Hansen, president of the European Health Food Manufacturers Association, confirms the outcome of the Athens meeting could form the

basis of a draft Directive. He says the UK's overriding position is that any guidance should be safety related. "We are trying to base what we suggest as maximum levels for supplements on a scientific basis, ie higher than RDA's."

All parties are shying away from the problem of how to deal with supplements without recognised RDAs, such as garlic, ginseng, borage etc. "We will look to see a certain flexibility which would allow countries to continue with local practices on 'non-recognised' supplements," he says. It is hoped to include some supplements not directly covered under a catch all, describing them as "oils of nutritional importance".

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Mr Millar told C&D the YPG felt some sort of competence testing was a "necessity", but he added: "We are disappointed that it will not be applied to all pharmacists, just those who are recently qualified. At a time when pharmacy is under threat, we ought to be promoting ourselves," Mr Millar said. "It

Clarke memo shows £234m drug budget cut envisaged

The publication last week of details of next year's health budget bid from a confidential Department of Health memorandum has revealed that Secretary of State Kenneth Clarke's has envisaged cuts in drug expenditure during 1991-2. The disclosure of the note from Tom Luce, a Department of Health Under Secretary, may have also weakened Mr Clarke's position with the Treasury.

The document revealed that Mr Clarke had submitted a bid for a further £2.7 billion on top of the planned health budget of £23.5 billion. It also indicated the Secretary of State was willing to spend £234 million less on medicines during the year.

The reduction is possibly explained by downward pressure on GP prescribing brought about

by the computer information they now receive and the prescribing "amounts" they will be allocated by their FHSA.

The leaked document warns against further cuts, saying the figure must be "publicly defensible", and not "undermine this important cost saving initiative".

Labour's Shadow Health Secretary Robin Cook said the paper also showed Mr Clarke offering a bigger prescription charge rise next April than the Treasury was seeking.

At a hurriedly convened press conference in Bournemouth during the Conservative party's annual get together, Mr Clarke said he had not acted on all the advice in the document and events had moved on since it had been drawn up ten days previously.



YPG welcomes competence assessment...

A recommendation by a Royal Pharmaceutical Society working party that competence assessment should be introduced for all newly registered pharmacists has been welcomed by the Young Pharmacists Group. But chairman Ian Millar says the Group would have preferred assessments for all pharmacists.

Mr Millar told C&D the YPG felt some sort of competence testing was a "necessity", but he added: "We are disappointed that it will not be applied to all pharmacists, just those who are recently qualified. At a time when pharmacy is under threat, we ought to be promoting ourselves," Mr Millar said. "It

would certainly have built up our image to have been able to say that all pharmacists had passed a test of competence."

Mr Millar said the upshot of the recommendations was that in 40 or 50 years time such a claim for all pharmacists might be made. "That may be too late," he added. The YPG will discuss the report at its AGM next weekend in Sheffield.

The Working Party's main recommendations are:

- Competence assessment linked to the holding of a practice certificate should be introduced from the earliest possible date for all newly registered pharmacists. (Mandatory competence

assessment for the majority of the profession would not be feasible because of "logistical and financial difficulties", as well as "much resistance" from established practitioners).

- A personal professional development planner and log book with a section to record continuing education activity should be provided to every pharmacist periodically.

- Funding should be sought from the Department of Health and other relevant agencies and charities to help pay for the development of the first ever national scheme for the assessment of competence to practice.

Health screening package in the post

All community pharmacists in England will shortly be receiving through the post the first part of a distance learning training package on 'Health screening for health promotion' (C&D, Sept 29).

The first unit addresses the importance of health promotion and the practicalities of providing a health screening service. The remaining six units of the package focus on specific testing, screening and monitoring services, eg testing for cardiovascular disease risk factors, diabetic screening and monitoring, asthma patient monitoring and pregnancy and ovulation testing. An index of the manufacturers of test equipment and consumables, together with their cost, is included.

The package was prepared by the Pharmacy Practice Research Group of the School of Pharmacy, Queen's University of Belfast, and was funded by the

Department of Health under Section 63 of the Health Services and Public Health Act 1968.

Having studied unit 1, pharmacists who wish to receive the remaining units should apply directly to the School of Pharmacy, The Queen's University of Belfast. An application form and further details will accompany unit 1:

2,000 copies of units 2-7 have been produced initially. The Pharmacy Practice Research Group at Queen's has agreed to mark tests sent to it.

The package will also be available in Wales, Scotland and N. Ireland. Distribution to individuals outside England will be the responsibility of the respective directors of continuing education.

BRIEFS

A group of backbench MPs has called on the Department of Health to strongly resist approving Roussel Laboratories' application to market the abortion pill RU486 in Britain. In a Parliamentary motion the MPs state that the pill, to date tested in more than 20 countries, has only been made available in France. The leading signatories of the motion are the Pro-life Conservative MPs Maureen Hicks, Elizabeth Peacock and Ann Winterton.

A new information service offering details on voluntary and community transport schemes throughout the country is now available from the Department of Transport. The directory lists over 700 schemes ranging from volunteer social car schemes in rural areas to inner city community transport projects. The information will be issued free of charge on request and can be broken down into a number of sections by county, type of service, and facilities on offer. The Disability Unit, Room S10/21, DoT, 2 Marsham Street, London SW1P 3EB (tel: 071-275 5257).

"**Understanding chemotherapy**" is the title of a new booklet launched by BACUP (British Association of Cancer United Patients) sponsored by Glaxo Laboratories. The booklet describes chemotherapy, the nature of the treatment and how it works, and advises on the possible side effects and how to cope. Names and addresses of useful organisations and a recommended reading list for the patient who wants to know more, are included at the back of the booklet.

Pharmacists who would like copies for distribution to patients should contact their Glaxo representative or BACUP at 121-123 Charterhouse Street, London EC1M 6AA, (tel: 071-608 1785).

Infant mortality rates are at an all-time low. Perinatal mortality rates are also at a record low level. OPCs figures show that perinatal deaths in England and Wales in 1989 dropped to 8.3 per 1,000 live and stillbirths. Infant deaths (under one year) fell to 8.4 per 1,000 live births.

Part time in Essex

Three thousand residents on a housing estate near the village of Aveley, Essex, who were in danger of losing their local pharmacy, are to be served by a part time branch which will open three days a week from October 22.

In 1987 doctors in the village, which is just north of the Dartford Tunnel, decided to move their surgery to its centre. Mr Jitendrakumar Katechia who owns Herbert Chemists on the estate saw a declining prescription and counter trade. He was also able to move to Ohms Pharmacy in Aveley High Street and could have abandoned the Herbert Chemists premises.

But now the Essex Family Health Services Authority has granted him permission to open only on Mondays, Wednesdays and Fridays. FHSA area manager Mr Jack Hawthorn said enabling the estate to have a personalised service with a pharmacist on hand was better than resorting to a collection and delivery service.

A branch surgery on the estate has been refurbished and may extend its surgery hours.

Chemists and appliance suppliers in Northern Ireland dispensed 1,272,135 prescriptions (768,864 forms) in June at a gross cost of £9.076m (net £8.698m).

Opren test case starts in High Court

A test case in which 17 alleged victims of the arthritis drug Opren are seeking the right to bring a damages action against Eli Lilly began in the High Court on Monday.

The hearing, which focuses on the preliminary issue of "limitation" — the statutory rule which limits the time within which civil actions can be launched — is expected to last between three and six weeks and will affect more than 300 claimants.

If the judge decides, in any of the 17 cases, that the claimant's knowledge of "relevant circumstances" giving rise to a possible claim was earlier than the statutory three years before the issue of the writ, he will be asked to use his discretion to extend the period so that the action can go ahead.

The hearing is not concerned with whether there is any liability on the part of the defendants.

Mr Ian Hunter QC said the 17 alleged they had suffered long-term and, in many cases, permanent side-effects as a result of taking Opren, a non-steroid anti-inflammatory drug withdrawn worldwide in 1982. The side-effects included persistent

sensitivity to sunlight, heat sensitivity, changes in hair and nails and gastro-intestinal disorders.

The test case is being brought on behalf of more than 300 alleged victims who launched their actions too late to share in a £2.275 million out-of-court settlement paid to 1,200 people by Eli Lilly in 1987. They are alleging negligence by the Eli Lilly defendants in relation to their laboratory and animal tests, clinical trials, marketing and advertising of the drug and failure properly to appraise the use of Opren in the elderly. Eli Lilly and medical researcher Dr William Shedd are alleged to have been negligent over the reporting of adverse reactions to the drug.

Breach of statutory duty under the 1968 Medicines Act is also alleged against Dista Products Ltd and Lilly Industries Ltd. They are also allegedly negligent in their issuing of Data Sheets.

The government defendants are alleged to be negligent in their assessment of the material submitted to them and their failure to act more quickly to suspend Opren's licence. The Licensing Authority is alleged to be in breach of statutory duty.

Trial for nicotine patch?

A nicotine containing transdermal delivery system, designed to relieve the symptoms of craving and which is worn for only 16 hours a day, is likely to come to clinical trial in the UK in the near future.

Luton-based Lundbeck have developed the patch. Subject to approval of the clinical trial protocol, the patch will be tested on 1,200 volunteers using a double blind format, with one third of the recruits receiving placebos.

The patch is positioned on the skin in the morning and removed 16 hours later. The following day, a new patch is used.

The trial will run initially for four and a half months, after which the smoking rate of the placebo and nicotine groups will be compared. Carbon monoxide levels in the breath and the levels of a nicotine derivative in the saliva will be measured as an indication of whether the habit has been beaten.

C&D price service

In the *Price List Supplement* of October 20, Ensure Plus balanced liquid feed 200ml (PIP code 038-711) shows a trade unit of 1. The correct price structure should be £32.88 for 27. We apologise for any inconvenience.

Cholesterol count down

Cholesterol Countdown Week, running from October 22-26, has been initiated by the Family Heart Association as a national awareness campaign to highlight the importance of reducing high levels of cholesterol in the blood.

Among a number of events arranged for the week the FHA commissioned a Gallup survey which shows that half of the UK population did not realise that a high fat diet could increase the chances of having a heart attack.

The figures indicated that one in four people experienced a heart attack before the age of 65: in Yorkshire as many as 35 per cent suffered premature attacks compared with 18 per cent in the South East.

In Scotland almost one in three had a cholesterol check, compared with only one in seven in Wales.

When asked: "What do you think increases your chances of coronary heart disease?", 52 per cent of respondents said a high fat diet, 49 per cent said smoking and 34 per cent mentioned lack of exercise. However, high blood pressure was only mentioned by 9 per cent and cholesterol by only 10 per cent.

Commenting on the findings, Donald Steele, director of the FHA, said: "Although cholesterol has attracted a large amount of media attention during recent years, I am very concerned that there are still a lot of people (72 per cent) who have not had their cholesterol levels tested."

Minoxidil court case

Accusations of the unlawful sale of minoxidil as a hair restorant by Farzoo Inc (UK) Ltd, of Northwood, Middlesex, led last week to the company being committed for trial at the Inner London Crown Court, in a private prosecution by the DoH.

The company faces five summonses relating to retail sales of the POM. Farzoo are alleged to have sold minoxidil during a London hairdressers' exhibition in 1988 and to have supplied it wholesale from Clacton-on-Sea.

The company is also accused of selling three £12 bottles of the product to a DoH inspector and of breaching advertising regulations under the 1968 Medicines Act. Two other summonses relate to wholesale supplies of minoxidil to a hairdressing company.

TOPICAL REFLECTIONS

by Xrayser

Up my nose!

I recently had payment refused by the Prescription Pricing Authority for a script calling for xylometazoline nasal drops, which I had endorsed "Otrivine". On querying this, regrettably I was informed that the endorsement of a category "C" drug with a blacklisted brand precluded payment. The fact that Otrivine is the only xylometazoline formulation made no difference. The endorsement was for a black listed product and that was against the regulations.

The script was genuine, the dispensing was legal and the endorsement accurate. I made a technical error by over endorsing and was fined as a consequence. It is time PSNC tackled all Drug Tariff anomalies and ensures pharmacists are properly paid for the perfection expected.

Dispensers of knowledge

As the universal provider of information there can be few substitutes for the community pharmacist and it is this access to "knowledge" that differentiates our "High Street" profession from other retailers. Equally, as a health professional, I have always received help and courtesy from other organisations when requesting their advice.

I was shocked and dismayed then to receive a terse, arrogant response from the British Dietetic Association to a request for the supply of their milk-free product list. Lactose intolerance has often been a subject for patient consultation and, whereas information is freely available from a variety of manufacturing sources, a single publication from a reputable body seemed preferable. The reply stated its publications were only available to State



Registered Dieticians and, by implication, the BDA was not only intent on maintaining this monopoly, but other health professionals really could not be trusted with the information.

Dieticians are not the most accessible of professions, whereas pharmacy has 11,000 representatives within the community, and they are constantly being consulted as a source of informed advice. The divulgence of that information is a professional responsibility that the pharmacist takes very seriously indeed.

I would like to remind the BDA that it also has a responsibility to patients, however remote it might be.

Licensing supplements

Once again the supplement mavericks of the "health food" industry have precipitated a product alert. This time it concerns the toxicity of high dose sustained release formulations of niacin for the reduction of blood cholesterol.

Vitamins and minerals taken as supplements to an inadequate diet have a genuine place in the maintenance of health, but when the individual substances are taken in high doses for medical hearsay reasons then problems may and do occur. The manufacturers have no licensing responsibilities to justify the third party claims made, and encourage health food shops in particular to promote products of unproven medical benefit.

The time has now come for all these products to be taken out of the control of the Ministry of Agriculture Fisheries and Food, where they presently enjoy uncontrolled marketing, and be firmly classified as medicines. Product licences would then have to be obtained, claims substantiated and controlled toxicity testing undertaken for authorised sales.

COUNTERPOINTS

Cork trial van service for Hartz

Nottingham-based Thomas Cork are planning to distribute the Hartz petcare range to the independent pharmacy sector in Yorkshire using a van service. If the trial proves successful the company will take back pharmacy distribution from Scholl and roll the scheme out nationally in January 1991.

The company, owned by the US-based Hartz Blue Mountain Corp, have operated in the grocery sector for the past 25 years, where Hartz is claimed to be a £25 million brand.

Thomas Cork are also offering a range of sundries, including Rhymers babycare products (bibs, bottles, teats etc, priced £0.79 to £3.79) and an extensive range of Stylers haircare accessories (£0.65-£2.55). *Thomas Cork SM Ltd. Tel: 0602 784271.*

New products for One Touch

One Touch have launched two new depilatory products which are available through Unichem at a special pre-sell offer representing 42 per cent profit on return.

The One Touch Personal Waxer (£17.95) is a thermostatically controlled warming unit with roll-on waxes. Large applicator refills are also available, retailing at £4.95.

The One Touch Home Electrolysis kit (£29.95) is said to make permanent hair removal attainable and affordable. Stylet tips are available (£2.19).

A special launch offer through Unichem includes three personal waxes, three large applicator refills, one home electrolysis kit and three stylet tips for £61.81. Customers will also receive a free extra personal waxer if they order the launch deal quantities. *Unichem. Tel: 081-391 2323.*



Dandruff range from Pierre Fabre

Klorane Polyvegetal is the new hypoallergenic treatment for dandruff from Pierre Fabre.

The range comprises four lines: revitalising concentrate; shampoo gel, shampoo cream; and anti-dandruff lotion.

Revitalising concentrate (50ml, £7.50) contains essential oils of orange, rosemary and lavender and is designed to be used once or twice a week for two months and left on overnight.

Polyvegetal gel shampoo (150ml £4.50) contains coaltar extract, anti-fungal ingredients and extract of nasturtium, says the company. It is formulated specifically for greasy dandruff.

Creme shampoo (150ml, £4.50) is for dry dandruff and contains anti-fungal and anti-bacterial ingredients (pyridine-tione of zinc 1 per cent), says Pierre Fabre.

Klorane Polyvegetal anti-dandruff lotion (125ml £6) is recommended for daily use in serious dandruff conditions or after shampooing in less severe cases. The formulation helps prevent dandruff recurrence, claims the company.

The Klorane Polyvegetal range is designed for use by both sexes and is supplied in a counter display unit, says *Pierre Fabre Ltd. Tel: 0865 742525.*

A gift from Cachet

Cachet, a leading middle market fragrance, is introducing a gift with purchase incentive for consumers during November and December.

When the consumer purchases any two of the Cachet fragrance accessories — an 150ml body lotion and an 150ml bath and shower gel — she will be able to send away for a free Cachet travel

bag — a fabric toilet bag, printed with the same swirling pinks and lilacs seen on the Cachet packaging.

The Cachet fragrance accessories are presented in a display unit complete with leaflets carrying details of the promotion. *Rimmel International Ltd. Tel: 071-637 1621.*

Seasonal support for Sanatogen

This Autumn sees the beginning of the strongest campaign yet from vitamin brand leaders Sanatogen, with a spend of over £3 million on national television which started on October 15, followed by £1.5m in women's magazines, claim Fisons.

A combination of the "Do you feel all right" multivitamins commercials featuring animated characters, the "Frank the Gorilla" singles advertisement and new advertisements will give Sanatogen a high presence throughout the Winter and into Spring, says the company.

Sanatogen standard children's vitamins will feature in dedicated television advertisements throughout the campaign. In addition, Sanatogen Childplan will feature in the consumer Press from January.

To complement the advertising campaign, new window displays featuring the entire range are being introduced, and a free shelf system is available which clearly identifies the different sectors of the overall range to increase sales turnover and profit.

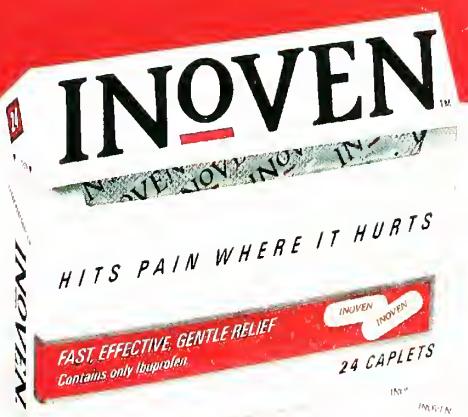
It has been estimated that around 60 per cent of vitamins are bought on impulse so Fisons are offering a free Sanatogen multivitamin counter unit to coincide with this advertising burst. *Fisons Consumer Health. Tel: 0509 611001.*

VO5 Plus on TV

Alberto Culver are supporting their VO5 Plus range with a £1.6m national television advertising campaign beginning this week through to November.

The 20 second commercial shows that hair, like skin requires moisture to look its best. *Alberto Culver Co. Tel: 0256 57222.*

New Inoven hits pain where it hurts. All over the country.



Following the successful test market, Inoven from Janssen Pharmacy Division is now available nationally, backed by a £6 million* advertising campaign including nationwide TV and posters.

New Inoven contains only Ibuprofen and is available in tamper evident packs

of 12, 24 and 48 caplets. New Inoven is exclusive to pharmacies so the profits are all yours.

It looks as though it's going to be a painless autumn.

For further information and details of the launch offer contact your Janssen

Pharmacy Division Representative or Janssen Pharmacy Division on 02357 72966, extn. 4418.

*(calendar equivalent) TM denotes trademark

INOVEN
Ibuprofen 200mg
HITS PAIN WHERE IT HURTS

Correcting complexions

Gallery's new colour corrective powders come in two shades, pale green and warm mauve. The powders are intended to be used to correct facial blotchiness and uneven skin tone, either alone or under normal make-up, says the company.

The green compensates for a pink to flushed look and the mauve is used for a sallow to yellow appearance. G151 colour corrective powder (£0.85) is presented in the refill compact with a clear lid. *Gallery Cosmetics Ltd. Tel: 0565 50491.*

Legarettes add nine

Jambetex are adding nine styles to their Lycra Legarettes hosiery range.

There are five types of Day Sheer hosiery; one size ten denier tights and stockings, fuller figure and tall girl tights and stockings, and lace top hold-up stockings. Night Shme come in four types; one size ten denier tights and stockings, fuller figure tall girl tights, and lace top hold-up stockings.

All the additions come in six shades-black, nearly black, taupe, natural, haze and navy priced from £1.75 to £3.75. The stockings are packed in threes as a "pair and a spare". *Jambetex Ltd. Tel: 0455 847911.*

Numark brand on promotion

Numark night time towels will be on promotion for the first time during November and will give retailers over 32 per cent POR. Numarks press-on towels and panty liners will also be on promotion giving a POR of over 30 per cent.

Also on promotion are Hanx mansize tissues and Numark luxury tissues, Numark baby powder, zinc and castor oil cream and white petroleum jelly, plus Nucross Gee's linctus, codeine linctus, glycerin lemon and honey linctus and pholcodine linctus. *Numark Management Ltd. Tel: 0827 69269.*



Deep Fresh gets a face-lift

Reckitt & Colman have extended their Deep Fresh bath and shower range and have introduced new packaging.

Deep Fresh shower gel is now available in pine fragrance and also comes in a head and body variant, said to be gentle enough to use on hair.

Both gels have a deodorising agent to help combat body odour, says the company. They are also

biodegradable and come packaged in "hang-on" plastic containers (200ml £0.95).

The range will be supported with a sampling campaign in the women's Press.

The company has also introduced new-look packaging for Deep Fresh foam bath colour coded for the pine, aqua and cologne fragrances. *Reckitt & Colman. Tel: 0482 26151.*

Roc aim to revitalise the skin

November sees the launch of a new skin "vitality treatment" product from Roc. Skin Energising Concentrate is a hypoallergenic, intensive revitalising treatment for all ages and all skin types, says the company.

The concentrate — presented as an amber coloured, non-greasy gel — contains active moisturisers including saccharides and pyroglutamate said to enhance cellular activity in the epidermis, along with vitamin B₅, proteins and amino acids and polyvidone.

Skin Energizing Concentrate (15ml £15.95) should be applied daily to the face and neck for three weeks, says the company, and repeated when the skin is looking dull and lifeless. Like the rest of the Roc range, the product is not perfumed and non-comedogenic.

It is presented in a frosted glass bottle with dropper. Support material includes counter merchandiser with tester, leaflets, mini-samples and information sheets. *Laboratoires RoC. Tel: 071-823 9223.*



A "revitalising" audio tape comes free with Regina Royal Jelly capsules (30 £12.95). The tape has been written by health and beauty expert Vicki Bentley and is presented by Pamela Armstrong. *Regina Royal Jelly. Tel: 081-207 7020.*

Robinson have added four new rainbow cotton wool products to their range. The new lines are cotton wool 100g roll (£0.92), 50g pleat (£0.51), balls coloured (50 £0.51; 100 £0.95). *Robinson Healthcare. Tel: 0246 220022.*

Two new lines join Plénitude for contours

In the UK 18 per cent of women currently use a specific product to care for the eye area, creating a market size of approximately 4.5 million units, say L'Oréal who are launching Contour Regard Plénitude into this area.

Contour Regard is described as a hypo-allergenic cream gel formulation combining the soothing freshness of a gel with the properties of a liposome cream. Three active ingredients, xanthic extract, sodium hyaluronate and guanosine help reduce puffiness, lines and dark circles, say L'Oréal.

Contour Regard (15ml £5.99) should be applied sparingly all around the eye area after cleansing and gently patting dry the skin. The product can be used in morning, evening or both. The product is available from November in Boots, and from other chemists after January 1.

Most women are reluctant to include face masks in their beauty routines because of the length of time they must be left on to take effect. L'Oréal have developed the 3 Minute Purity Mask from Plénitude, to complete its cleansing range.

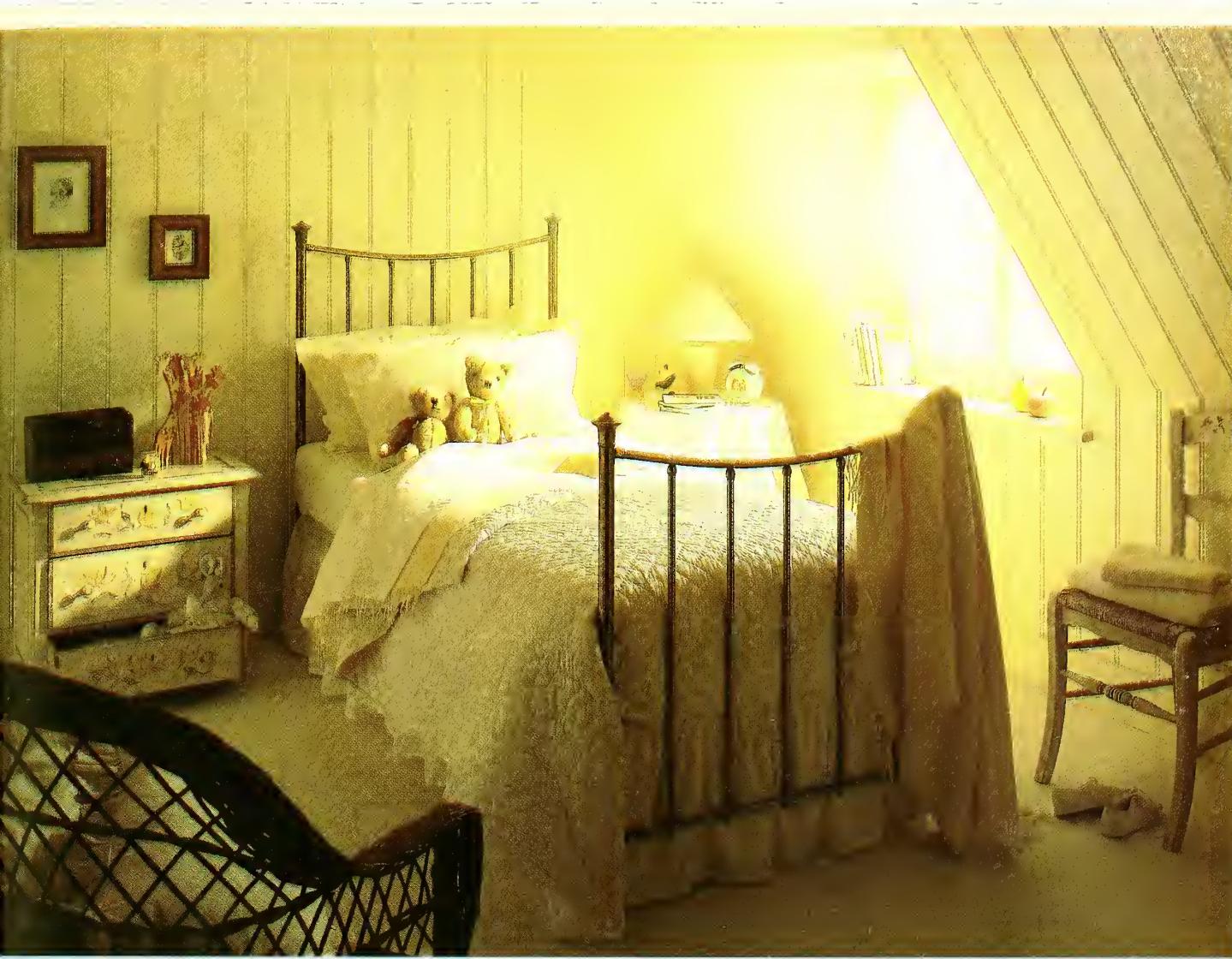
The 3 Minute Purity Mask is a smooth, creamy emulsion containing: kaolin, an absorbent mineral powder for cleansing; a lipoprotein to help to strengthen the skin's protective hydrolipidic film; and a biological extract to help close up the pores.

The 3 Minute Purity Mask (£3.99 for 75ml) will be available from January 1, 1991 from chemists, supermarkets and department stores.

The launch of Contour Regard will be supported by a £2.4 million media spend, to include television and press campaigns beginning mid-February and several DPS sachet insertions in women's Press.

The 3 Minute Purity Mask will carry a £1 cash back coupon during January and February.

Launched in the UK in 1988, L'Oréal claim Plénitude is the fastest growing brand in the facial skincare market showing a sterling market share of 4.8 per cent in April 1990, compared to 2.8 per cent in June 1989 (source AGB). Action Liposomes pot and tube are now the best selling products in the range accounting for 23 per cent of sales. Contour Regard is expected to account for around 15 per cent of Plénitude's total sales in the first year of launch, say L'Oréal. *Tel: 071-937 5454.*



For some of your customers this is a Chamber of Horrors

Microscopic House Dust Mites can't be seen with the naked eye, yet they are found in every home in Britain. They live on the skin scales shed by humans and animals, and are found in the greatest numbers in the mattresses and soft furnishings of bedrooms. Despite their size House Dust Mites are a serious problem. It's been clinically proven that they release potent allergens into the air, which are major 'trigger' factors in asthma and allergic conditions such as Perennial Rhinitis and Eczema. So, for some of your customers, the bedroom can be a dangerous place.

New Actomite destroys the threat

Actomite is an easy-to-use, effective, CFC-free spray. It is proven to destroy House Dust Mites,



their larvae and eggs so thoroughly that their numbers are significantly reduced for up to three months.

Actomite is spreading the word

A £500k initial launch campaign will explain the danger of House Dust Mites and the solution nationwide, through full colour advertisements in the Women's and Parental press and informative FREE leaflets.

100 Gold Cross and Searle Representatives will be telling the compelling story to Hospital Specialists and GPs too, combined with impactful advertising in the medical press.

Stock and recommend Actomite now, help your customers to protect themselves and their families against the threat of the House Dust Mite.

ACTOMITE™

Actively Controls House Dust Mites

Exclusively Through Chemists

Searle Consumer Products

PO Box 53, Lane End Road, High Wycombe,
Buckinghamshire HP12 4HL

Vichy nourish with Nutri-Intense

Nutri-Intense nourishing body care cream from Vichy is micro-aerated, delicately fragranced, and can be used on sensitive skin.

It comes in a CFC-free aerosol which produces a light, fluffy cream that soothes dry skin and combats flakiness — its benefits are said to be long-lasting. Nutri-Intense (150ml £8.50) contains 18.6 per cent restoring lipids and 4.6 per cent organic silicon derivative.

The company is also

re-launching Equalia cream in rich texture and fine texture formulation. The rich variant contains magnesium lanolate, liquid paraffin, and lanolin derivatives which create a "micro-climate" on the skin surface to control moisture balance. The fine texture Equalia contains 5 per cent fatty acids, 8 per cent hydrating complex and 1 per cent UVA and UVB filters. Both retail at £6.50 for 30ml. *Vichy (UK) Ltd. Tel: 0235 526747.*



On offer...

Celsius International are supporting their men's toiletries range with a consumer promotion offering a free towel with every purchase of two or more products — one an aftershave. A £2m national television spend will run for five weeks. *Celsius International Ltd. Tel: 071-377 5000*

Get it free with Roc

Roc are offering a free full-size Roc Lipscreen (rsp £2.45) to customers with their intensive hand care cream, a cross-sampling opportunity that will attract new customers, they say.

Roc's Lipscreen has recently been reintroduced with a more modern formulation. It will be sleeved with intensive hand care cream and presented in a counter merchandiser. The promotion will be sold in to the trade mid-October.

Roc are also offering a free 50ml eye make-up remover lotion with their mascara for longer lashes (noir). Roc eye make-up remover lotion (100ml normal rsp £6.65), is an oil-free lotion with a pH matching the tears, and contains azulene to "sooth and calm". This promotion is presented in a counter merchandiser and will be pre-sold to the trade from mid-October, to go on counter in January 1991. *Laboratoires Roc (UK) Ltd.*

An offer from Rennie Gold

Rennie Gold, the indigestion remedy from Nicholas Laboratories, is to benefit from a consumer promotion run through pharmacy outlets this month.

The promotion offers customers the chance to send away for the Harrods Cookbook at an offer price of £4.99 plus £1.25 p&p (rsp £10.95). The book features over 300 recipes backed up by 100 colour photographs. The offer runs until February 28, 1991, and no proof of purchase is necessary. Leaflets detailing the offer are held in a pre-packed counter display unit containing eight packs each of Rennie Gold 10s and 20s.

Nicholas are offering the unit to pharmacists with a special deal of two free packs of Rennie Gold 10s and two free packs of 20s, which together with an offer price, equates to over 50 per cent POR (while stocks last). A free Harrods Cookbook will be offered to every pharmacy which has the unit on display when their Nicholas sales representative calls. The unit is available from wholesalers. *Nicholas Laboratories. Tel: 0753 23971.*

No. 1 PREMIUM SELLER NATIONWIDE

Now available from leading chemists' wholesalers.

MARKETING FACT FILE

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- Excellent profits
- National advertising support
- First Class P.O.S. material

PRODUCT FACT FILE

- The brand leading premium ginseng nationwide.
- The most Potent Korean Ginseng product of its type available today.
- Superb value for money
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Tel: (0759) 302734 Fax: (0759) 304286

PROVEN
EFFECTIVE



At last a complementary skin maintenance programme that is not only recommended by dermatologists and doctors, but is so effective that your customers actually recommend it to each other.

THE ART OF SKIN MAINTENANCE

Recommend all 3 products to use on a wide range of problem dry skin conditions.

Cream E45: Britain's biggest selling emollient and 6th largest OTC product in pharmacy. It can be relied upon to soothe and help relieve a wide range of dry skin conditions from sunburn to the dry stages of eczema.

Wash E45: A dermatological washing cream for the whole body. It's unique non-drying formula actually cleans effectively without removing the skin's natural barrier of oils.

Bath E45: The latest addition to the E45 programme. Ideal for soothing widespread dry skin conditions, because of its long lasting emollient effect.

The E45 skin maintenance programme, because the customer is always right.

E45

DERMATOLOGICAL SKIN CARE



Behind the best names

Unichem offer CDs on Alka-Seltzer promotion

Unichem are promoting a discount offer on Alka-Seltzer original and lemon during the rest of this month and November.

Orders of four packs will allow purchase at 15 per cent off trade price, giving a POR of 36 per cent. Purchase also gives automatic entry into a draw with two top prizes of portable CD players and runners up prizes of ski jackets and sports bags.

Alka-Seltzer lemon will benefit from extensive pre-Christmas television and radio advertising support, say *Unichem Plc*. Tel: 081-391 2323.

Torbet Laboratories are offering bonus terms on their E.S. Bronchial Mixture. Retailers ordering 16 dozen or more will receive 12 bottles for the price of 10, and those ordering three dozen will receive 12 for the price of 11. *Torbet Laboratories Ltd*. Tel: 0622 764046.

Mebendazole now OTC from Janssen



An over the counter version of the anthelmintic, mebendazole, has been launched by Janssen Pharmaceuticals.

The launch of Ovex tablets, which contain 100mg mebendazole in an orange flavoured, sugar-free, chewable form, was made possible by the Department of Health's decision to deregulate this particular treatment for threadworms. The POM version is Vermox.

It is estimated that as many as 45 per cent of the population is affected by threadworms. In children the infection rate is around one in four. One advantage of Ovex is that only one tablet is required to treat threadworms.

It is important, that if one member of the family is infected, that all should be treated with Ovex at the same time. Threadworms are a purely human parasite and cannot be passed via pets.

Ovex tablets retail at £1.49. They are available in outers of 24 with a basic POR of 33 per cent, say *Janssen Pharmaceuticals*. Tel: 0235 772966.

Jackson's Zensyls go green

Ernest Jackson have launched Zensyls, a green lime flavoured sore throat lozenge with benzalkonium chloride as the active ingredient.

Zensyls come blister packed with two trays of 12 lozenges in each carton (£1.19) in 15 carton display outers.

Jacksons are promoting the product as "antiseptic throat therapy" and to support the launch a national Press campaign is scheduled from November to March 1991.

During the launch period there is a 15 for 12 offer to the trade. *Ernest Jackson & Co Ltd*. Tel: 03632 2251.

AAH customers ordering Fashion Style products can qualify for special trade prices and Victoria Wine vouchers. Purchases of six or more cases of the styling mousse qualifies for free wine vouchers on a scale 6-11 cases, £2; 12-17, £5; 18-23, £7 and 24 or more, £10. *AAH Pharmaceuticals*. Tel: 0928 717070.

Weekender

Lewcal are introducing a weekend pack of their disposable sterilising bags to complement the week's supply pack. The new pack contains enough DSB's for three days (£1.69). *Lewcal Ltd*. Tel: 0474 879033.

WHICH ANALGESIC CONSISTENTLY SPENDS MORE ON ADVERTISING?





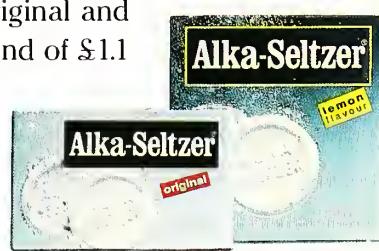
This November Alka-Seltzer will sound even better.

Buy four cases and you could win a CD Player.

Alka-Seltzer Original has a higher brand awareness than any of its competitors. New Lemon flavour is fast catching up. Where stocked, it has a strong market share which is increasing.

As if that's not enough reason to order four packs (three Original and one of Lemon) right away, here are four more. A 1990 advertising spend of \$1.1 million. The massive pre-Christmas consumer TV and radio and PR campaigns for Alka-Seltzer Lemon. The excellent POR we have just negotiated for our members. And the chance to win a CD player, a ski jacket or a sports bag in our free prize draw. Sounds pretty good to us.

UniChem

AAH offers

AAH Pharmaceuticals "top offers" promotion for November includes Colgate toothpaste, Rennie, Mum and Sure deodorants and Benylin chesty.

Offers on hair care include Alberto, Timotei and Pure and Simple, Supersoft, Dimension and All Clear.

The baby promotions include Robinsons juices, J&J Baby Moist wipes and Togs nappies. Also on special offer are Atrixo, Vaseline, Soft & Pure cotton wool, Pennywise and Bic razors.

□ Family Heath Micropore is available from AAH Pharmaceuticals with 20 per cent discount on purchases of six or more trade cutters. The offer will run from November 5 until the end of the year. AAH Pharmaceuticals Ltd. Tel: 0928 717070.

Simpkins have launched Olde Miners lozenges, which, the company claim, are made to an exclusive formula that is hot and penetratingly strong.

Olde Miners lozenges are available in a foil lined packs of 50g (retail £0.28). As an introductory offer, retailers are being offered one carton free for every three purchased. A.L. Simpkin & Co Ltd. Tel: 0742 348736.

Photokina film fun

The recent Photokina international photographic exhibition saw the introduction of a number of new products from well known names in the optical product and film worlds.

Hanimex used the exhibition to launch the Hanimex Zoom 35ZM is regarded as a breakthrough by the company as it retails for under £60. It features a 35-50mm zoom lens with built-in sensor flash combining with a 1/125th of a second shutter speed. It is a fixed focus camera which has auto advance, motor rewind, an optical zoom viewfinder, and an LCD digital frame counter.

The company has also expanded its HF compact camera range, to include versions with motorised film advance, a telephoto lens, and both of these features together.

Photokina also saw the introduction of the extra Hanimex Mini II, which costs around £5. The company views it as suitable for children and young people, and it is available in a variety of colours.

Vivitar launched their 3D photographic system. The company says that prints using

their Quantum Duplex Optical System (Q-DOS) appear normal, but when they are viewed through 3D glasses, a 3D illusion is produced.

The key to the system is the lens, which allows the photographer to shoot either in traditional 2D mode, or with the enhanced 3D effect.

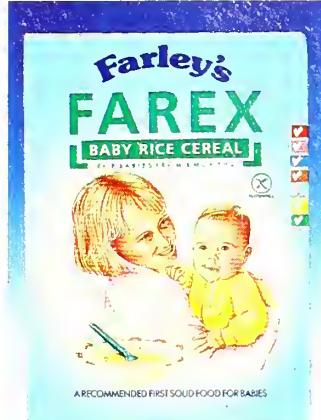
For Agfa, Photokina was the opportunity to launch their three new colour films; Portrait 160, Optima 125, and Ultra 50.

The three films offer very different colour densities. Portrait 160 has been given subdued colour saturation, making it particularly suitable for portraits.

Optima 125 is a medium saturation film which can be used for any work which calls for well balanced colour rendition.

The Ultra 50 provides the highest colour saturation, for use where vivid accentuated colour can be used to dramatise a subject, and in unfavourable conditions such as dull or misty weather.

On the minilab front, Agfa have come up with a new printer for the Multi Scanning Printer (MSP). With this new feature the print output rises some 25pc.



Crookes Healthcare are updating the packaging of Farley's Rusks and Farex. The repack brings the brand more in line with Mealtimers. Consumer advertising for the rusks is due to start early next year (see also Babycare supplement p13). Crookes Healthcare Ltd. Tel: 0602 507431.

Dendron have relaunched Oz kettle descaler with a fast acting formulation. It contains citric acid and is said to be non-toxic, non-caustic, non-corrosive and fully biodegradable (300ml, £1.29). There will be a national television campaign and full promotion support, say Dendron Ltd. Tel: 0923 229251.

WHICH ANALGESIC HAS THE BEST REMEMBERED ADVERTISING?



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TURACOLOR CR COLOR REVERSAL FILMS

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WHOLESALE ENQUIRIES WELCOME

COUNTERPOINTS



Brewhurst extends Mill Creek range

Brewhurst have extended their range of Mill Creek Natural care products with the introduction of deodorants and a complete skin caring system.

Mill Creek's natural stick and roll-on deodorants are free from artificial chemicals and alcohol, and include the active ingredients of coriander and tea tree oil combined with aloe vera, allantoin, comfrey and vitamin E. There are three stick and roll-on deodorants (rsp £2.99) in the range — aloe fresh, herbal formula and unscented. They are supplied in cases of six (£10.45 trade).

Mill Creek's herbal-based skin caring system includes toners, soaps and a moisturiser, night creme, milk cleanser, refining mask and scrub. Recommended prices range from £2.95 for the 100g soaps and jojoba and almond scrub to £6.95 for the night creme and moisturiser.

Mill Creek products contain no chemicals, colorants or animal by-products and are not tested on

animals say Brewhurst Health Food. Tel: 0932 354211.

Parlez-vous Français?

Unichem customers have the opportunity to win free Channel crossings in a competition organised with Sterling Health.

To enter the competition customers need to order a minimum of six packs from Sterling Health's Panadol range. All entrants will receive a two-for-the-price-of-one day return excursion foot passenger ticket.

Unichem are also running a special offer on Gillette shaving products throughout October and November. As well as offering a discount price, pharmacists will receive a free gift. Unichem. Tel: 081-391 2323.

PRESCRIPTION SPECIALITIES

Ensure Plus in Tetra Paks

Ross Laboratories a division of Abbott Laboratories have introduced Tetra Pak forms of their Ensure Plus range.

Available in vanilla, caramel, chocolate and strawberry flavours, Ensure Plus Tetra Paks also have a new sweetness profile, while calorie and protein content remain unchanged.

Each Tetra-Pak is accompanied by its own straw but also has a pull tab to enable it to be dispensed into a glass or cup.

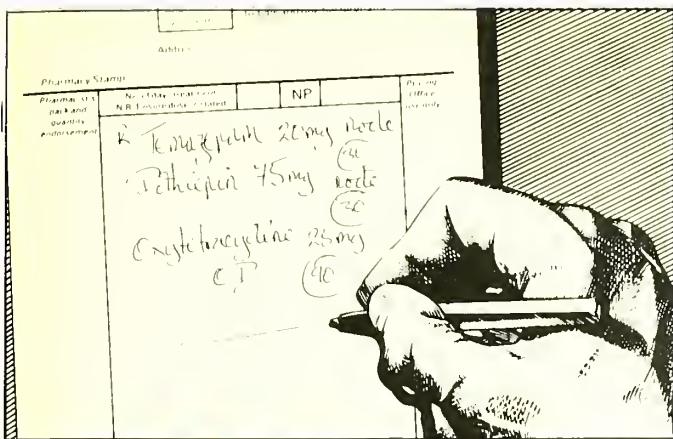
Ensure Plus is available in trays of 27 x 200ml Tetra Paks, at a basic NHS price of £32.88 per tray. It has ACBS approval. Ross Laboratories. Tel: 0628 773355.

BRIEFS

General Designs have announced that their Ener-G tapioca bread is now available on NHS prescription through the ACBS. The product is both gluten and wheat free. *General Designs Ltd. Tel: 081-337 9366.*

Kerfoot Pharmaceuticals have launched original packs of 28 spironolactone tablets 25mg (£1.68), 50mg (£3.36) and 100mg (£6.72). The bulk packs continue to be available. *Thomas Kerfoot & Co Ltd. Tel: 061-330 4531.*

Berk Pharmaceuticals have announced a colour change to their cephalexin 500mg capsules with immediate effect. The new capsules will have a dark grey body and dark green cap, marked "G CX500". *Berk Pharmaceuticals. Tel: 0323 641144.*



Q&A

When a young woman presents this prescription, she asks you to recommend a tonic for herself and her four-month old baby. She says that they both need picking up after a recent cold

QUESTIONS

1. What might account for the symptoms?
2. What action do you suggest?
3. Would you recommend any changes to her drug therapy?
4. What can you suggest to help her now?

ANSWERS

1. Such vague symptoms could have many explanations but two are particularly important. The mother may genuinely be malnourished, anaemic or suffering from a form of post-viral fatigue. Conceivably, the baby could have similar problems. But the viral episode may be a red herring.

However, the drug therapy may also be important. Both benzodiazepines and tricyclic antidepressants are excreted in breast milk. This baby is young enough to be breast feeding and, although the levels of dothiepin in breast milk are normally too low to cause problems, this may be an exception. In any case, benzodiazepines do appear in milk in sufficient concentrations to cause symptoms. The baby would appear lethargic, unresponsive and may even lose weight.

The mother may also be chronically affected by her psychotropic drugs. The doses are not unusual but high nonetheless and daytime sedation may explain her symptoms.

2. There is no evidence that a "tonic" helps people who don't need vitamin supplements, and

recommending a tonic for a baby is rash. This is a problem of nutrition or drug therapy or even of psychological or social origin. Getting a good history is the best course of action, from which you should be able to identify the issues. It is likely that a referral to the GP will be needed.

3. From a purely pharmacological perspective, you are unlikely to be able to recommend alternative hypnotic and antidepressant therapy which will not risk sedation in the infant. Selecting an antidepressant on the basis of which is least likely to appear in breast milk is not necessarily best for the mother.

Further, it may not be possible suddenly to adjust chronic treatment with benzodiazepines. Any suggestion of change in drug therapy or attempts to discourage breast feeding would be unwise without a full understanding of the problems involved.

It is probably unnecessary to stop oxytetracycline. Although tetracyclines are contraindicated in children because of their effects on teeth and they are excreted in breast milk, any drug present is likely to be chelated by calcium.

4. It is important to respond quickly to this request for help. It is probably best to persuade her to see the GP, to call the surgery yourself and to impress on them the importance of seeing her.

WHICH ANALGESIC CONTINUES TO GROW FASTER THAN THE MARKET



NUROFEN



NEXT QUESTION?

SOURCES: Millward Brown, M.E.A.L, AGB, 1990.

Sanatogen Multivitamins — still leading the way



Since Sanatogen Powder was called a "national necessity" by the Secretary of State in the First World War, Sanatogen has continued to build its reputation in the healthcare market. Say vitamins to people and more respond with Sanatogen than any other brand

The multivitamin market

Today growth in the vitamin and supplement market has resulted in an annual turnover of over £200m — the largest sector in the healthcare market and bigger than others such as shampoos and baby meals! Consumers are becoming increasingly knowledgeable about the role of vitamins and are showing much greater interest in self-medication, hence the development of single vitamins and supplements.

However, it is still multivitamins which dominate the market as the largest single sector offering consumers a general health

insurance by providing all the vitamins essential for fitness and health and leading the market as the starting point for most consumers entering the market.

The support for the market, coupled with valuable profit contributions, has led to a significant growth in trade — a 28 per cent year on year growth to the end of June this year in pharmacy — and within this, it is Sanatogen which is leading the way.

Since the introduction of its first multivitamin in 1963, Sanatogen has dominated the market. The brand's traditional values are still as strong today having kept pace with the changing needs of consumers.

What better testimony to consumer



confidence in Sanatogen than the following market:

- Sanatogen is the leading multivitamin brand with a 36 per cent sterling share.
- Seven of the top ten multivitamin packs through top pharmacies are Sanatogen.
- It is brand leader in children's vitamins.
- Sanatogen Multivitamins were recommended by a leading consumer magazine earlier this year as "the best buy" for providing 100 per cent RDAs and value for money.
- Sanatogen has the highest awareness of any vitamin brand and brings more new users into the market.
- It has the most loyal customers; 65 per cent buy only Sanatogen on a regular basis.
- Sanatogen consistently outspends all other brands on national television and this year is supporting every sector in the range above line.
- Sanatogen Multivitamins are free from artificial colours, flavours and preservatives.

The variants

The Sanatogen Multivitamin range consists of four products: Multivitamins, Multivitamins with Calcium, Multivitamins with Iron and Children's Vitamins. The multivitamins with added iron are for strength, vitality and stamina, while the added calcium version promotes healthy bones and teeth.

The children's vitamin market is currently worth £9.5m and here again Sanatogen is the brand leader. Sanatogen Children's Vitamins contain those vitamins of specific need to growing children (A, C and D). These one-a-day vitamins are available in 30s or 100s and come in five fruity flavours in easy-to-take, chewable tablets.

New, unique Childplan

New this Autumn to the Sanatogen range is Sanatogen Childplan. A brand new concept in the vitamin market, Sanatogen Childplan is a range of vitamins to meet the changing vitamin needs of children at each stage of their development. With a multivitamin for children of 3-5 years and a multivitamin and mineral for children of 6-12 years, Sanatogen Childplan aims to cut away the confusion (which research found among consumers) as to which vitamin product to choose, by directing consumer attention to specific ages.

Both products come in clearly labelled cartons (36 tablets in three fruity flavours for the 3-5 year product and 30 tablets in two fruity flavours for the 6-12 year product) and cost a competitive £1.99. Each pack contains an information leaflet explaining the function of vitamins and how they are relevant to the developing needs of children at different ages.

Support for Childplan

A national advertising campaign of over £0.5m will support the launch of Sanatogen Childplan in women's Press. PR activity, POS support and leaflets are in addition.

All-round ad support

This Winter sees the strongest advertising campaign yet, supporting every part of the range. A £3m national television campaign supporting vitamins continues the Sanatogen tradition of outspending every other supplement brand in consumer advertising. In addition, the brand will receive £1.5m advertising support in women's magazines.

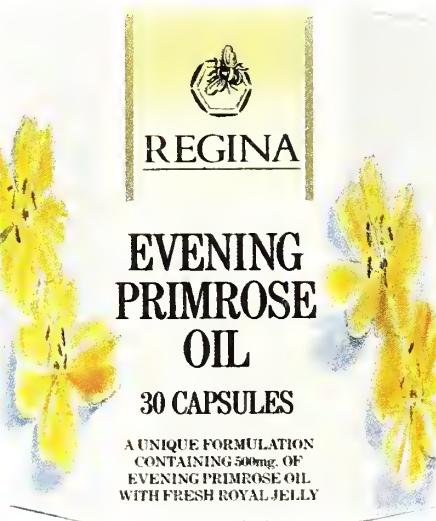
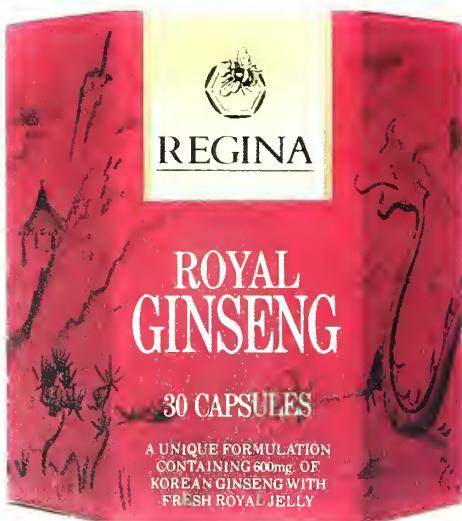
Public relations activity also plays a vital

role in building awareness and explaining the benefits of individual products. For example, tens of thousands of requests are received for the Sanatogen Vitamin Information Library which offers a whole range of publications.

Good merchandising is essential to sales as a large proportion of vitamins are bought on impulse. Sanatogen is offering a free shelf system to all pharmacies this Autumn which clearly identifies the different sectors of the overall range to increase sales turnover and profit. A multivitamin counter unit is also available to maximise sales over the peak period and new window displays featuring the entire range are being introduced to coincide with the start of the advertising campaign.



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MADE BREAD OUT
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JELLY...HERE ARE
TWO NEW WAYS
To PUT JAM ON IT.



Since Regina pioneered the introduction of Royal Jelly to this country over fifteen years ago, we have remained brand leader through one simple principle. We will only sell the finest quality products, created to the highest specifications. Royal Ginseng, made only from 6-year old Korean Ginseng, and pure Evening Primrose Oil have each been blended with fresh Regina Royal Jelly to provide a totally unique range of health care products. And from January, we will be running a stunning new national advertising campaign in quality women's magazines. For you, it represents a unique opportunity to make a right royal profit. VITALITY COMES NATURALLY

NSAIDs for herpes simplex

Eruptions of herpes simplex lesions occur in half the people infected by the virus. Although many factors can trigger an attack, including stress, infection and menstruation, one group of chemical mediators — the prostaglandins — play a fundamental role in the proliferation of symptoms.

Prostaglandins enhance viral replication *in vitro* and impair the immune response to herpes simplex virus. Could inhibitors of prostaglandin synthesis, such as the non-steroidal anti-inflammatory drugs prevent

recurrent herpes attacks?

Sixteen adults who had experienced episodes of herpes simplex on the face, legs or genitals every 14 to 16 days for up to 18 years were given prophylaxis with indomethacin 25mg three times daily or, if they could not tolerate the adverse gastro-intestinal effects, ibuprofen 400mg was given four times daily, for up to three and a half years.

There was a significant decrease in the frequency and severity of attacks in nine (56 per cent) of the subjects; in six cases,

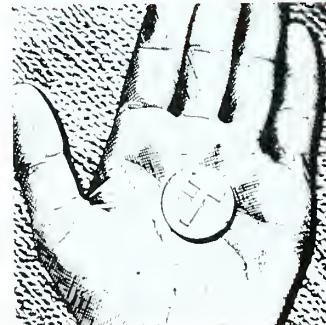
the improvement was described as dramatic. Surprisingly, men responded better than women — 90 per cent of men improved compared with only a quarter of women.

There was no correlation between the clinical response and the location of the lesions or the NSAID used. The effects of NSAIDs were observed within a few weeks and withdrawal of prophylaxis was not associated with a prompt rebound of symptoms.

Four responders and three non-responders were randomly selected to undergo further study. Using assay of natural killer cell activity as a measure of immune function, the addition of indomethacin to the culture medium restored normal function in the patients in whom prophylaxis had been successful but was without effect in non-responders.

These findings need confirmation in a controlled study and the sex difference in responders must be resolved. However, prophylaxis with NSAIDs could be valuable for people with recurrent severe attacks of herpes simplex.

British Journal of Dermatology 1990; **123**:375-80



Alcohol in children

Children sometimes drink alcohol to excess, either because they are experimenting or, in young children, through accidental ingestion of household products such as aftershave. Although children metabolise alcohol and recover from acute intoxication more quickly than adults, an overdose has profound metabolic effects. A review from Finland of alcohol intoxication in children with an average age of 14 has described these consequences.

In over 200 cases in which alcohol was ingested deliberately, spirits were drunk in 40 per cent of cases and wine in 30 per cent; beer accounted for only 7 per cent and the remainder consumed a mixture of beverages. The average dose of alcohol was 88g (equivalent to 8 single whiskys), producing a mean blood concentration of 190mg/100ml (2.4 times the legal driving limit).

Vomiting occurred in 60 per cent of children and hypothermia developed in 23 per cent; a quarter of girls but only one in 12 boys exhibited aggressive behaviour. Most children were somnolent but almost a third were in a coma with metabolic acidosis. Of these, CNS depression was so profound in 14 children that they were unresponsive to pain. Although convulsions developed in six patients, all the children recovered without complications after supportive treatment.

A sample of 16 children was asked about their attitude after their experiences: 60pc said they would never drink again. *Acta Paediatrica Scandinavica* 1990; **79**:847-854

Antidepressants and diabetic neuropathy

Tricyclic antidepressants relieve the chronic and intractable pain associated with peripheral diabetic neuropathy. However, their usefulness is limited by a high incidence of adverse effects — some patients would rather give up the treatment.

The mechanism of action of the tricyclics is unclear; they interact with several central neurotransmitters but 5-HT (serotonin) may be particularly important. The new generation of specific 5-HT re-uptake inhibitors — which includes fluvoxamine and fluoxetine — may therefore be effective in diabetic neuropathy and, because they have a different spectrum of adverse effects, better tolerated by some patients.

The latest antidepressant in this group is paroxetine, which is expected to be marketed shortly.

Paroxetine has been compared with placebo and imipramine in 29 patients with diabetes and pain, dysaesthesia, numbness and sleep disturbance of at least one year's duration. The dose of imipramine was adjusted to produce plasma concentrations within the therapeutic window of 400-600 nmol/l; the dose of paroxetine was 40mg/day.

Both antidepressants were significantly more effective than placebo. Imipramine was superior to paroxetine according to both patients' and physicians' assessments. Whereas

imipramine improved all symptoms except sensitivity to touch, paroxetine also had no effect on sleep disturbance (it is less sedating than imipramine).

However, no patients withdrew from treatment with paroxetine whereas five discontinued imipramine because of adverse effects, including dry mouth, palpitations and dizziness. Subjects also reported symptoms indicative of withdrawal effects after stopping imipramine.

Paroxetine therefore appears to be less effective but better tolerated than imipramine in patients with diabetic neuropathy. Better dose adjustment may improve the clinical response. *Pain* 1990; **42**:135-44

Carbamazepine SR and poorly controlled seizures

Carbamazepine is the drug of choice for children with tonic-clonic and complex partial seizures. It has a short half-life in children but, to avoid the need for administration during school hours it is often given twice daily. This may produce marked differences in plasma concentration, causing breakthrough of seizures during the troughs and adverse effects during the peaks. The new SR formulation might overcome such problems.

Thirty-three children with epilepsy poorly controlled by conventional carbamazepine were switched to carbamazepine SR; all other drugs except acetazolamide were withdrawn. Some children had experienced up to 12 tonic-clonic seizures daily although most had one every ten to 20 days.

The SR formulation reduced the variation in plasma

concentrations: the ratio of peak:trough concentrations fell from 1.68 to 1.27. Although the peak concentrations with each formulation were similar, the trough concentration was significantly greater with carbamazepine SR and the between-dose variation was reduced from 41 to 22 per cent.

After conversion to the new formulation, no further seizures were experienced by 20 per cent of children and in 24 per cent the frequency was cut by half. Although there was no change in a third and in a further fifth the seizure frequency increased, dose adjustment improved control in another four children.

Adverse effects occurred in 30 per cent of children but they were mostly transient. However, they were persistent in three children and treatment was withdrawn in

two of these. Overall 14 of the 33 children benefited from carbamazepine SR, either through a reduction in adverse effects or improved seizure control. Children who did not benefit were given additional medication or reverted to their former treatment.

Carbamazepine SR offers several potential benefits for children; it was concluded: fewer adverse effects, a once-daily dose and superior control of seizures in the morning.

Archives of Disease in Childhood
1990;65:930-5

Overcoming dyskinesia with sulpiride

Tardive dyskinesia is an irreversible result of long-term treatment with neuroleptics. It may be improved by increasing the dose of the neuroleptic but this often increases the parkinsonian and other adverse effects of the drugs. A small study from Israel has now shown that the selective dopamine antagonist sulpiride overcomes tardive dyskinesia in some patients — at least temporarily.

Neuroleptics are antagonists at both the D_1 and D_2 dopamine receptor subtypes: at lower doses, sulpiride is selective for D_2 receptors. Fifteen patients with tardive dyskinesia following an average of 28 years' treatment with neuroleptics were given sulpiride for four weeks; the dose was adjusted for maximum symptom relief and minimum adverse effects. They were then switched to placebo for two weeks, after which sulpiride was recommended for a further three months, then withdrawn.

During the first phase of treatment, tardive dyskinesia improved significantly; this was marked in six patients but less clear in six others and no improvement was achieved in two patients. Five patients developed mild parkinsonian symptoms, although these did not interfere with normal functioning. These adverse effects did not reappear during the second phase of treatment and, after withdrawal of sulpiride for the second time, tardive dyskinesia reappeared in only four of the patients.

Although the follow up in this study was relatively brief, it does demonstrate that at least temporary relief can be achieved from the chronic toxicity of neuroleptics.

Journal of Neurology, Neurosurgery and Psychiatry
1990;53:800-2

Mianserin reactions

The incidence of agranulocytosis associated with mianserin is between 1 in 1,354 and 1 in 1,743 cases per patient treated, according to adverse reactions data reported in New Zealand. Agranulocytosis, a severe form of neutropenia which may carry a mortality of up to 30 per cent, appears to be less severe when associated with mianserin: only three (16pc) of the 19 patients identified in this study died.

In this latest report, mianserin was intensively monitored for five years and patient data were recorded by pharmacists who identified prescriptions for the drug. In this group of more than 10,000 patients, eight developed agranulocytosis — an incidence of 1:1,354. Most of the cases were detected during the first seven weeks of treatment — a figure compatible with UK experience.

However, there were 11 other cases of agranulocytosis with mianserin reported during this period in patients who were not identified by the pharmacists. A second estimate of the incidence gives a figure of 1:1,743. In these 19 cases, mianserin had been the only drug taken in ten cases and the only likely cause in a further four. In the remaining five patients, other drugs known to be associated with agranulocytosis may have been contributory.

Two risk factors were identified: the mean dose of people with agranulocytosis was 70mg compared with 46mg in people taking mianserin without complications. On average, the patients affected were twelve.

These figures are at odds with British data from 1988, which estimated the incidence of agranulocytosis associated with mianserin at between 1:10,000 and 1:100,000. The discrepancy may be due to the British survey's small numbers: only 5,000 at-risk patients were studied.

Lancet 1990;336:785-7

Preventing cancer

Cancer will soon become the biggest single cause of death in developed countries. Despite developments in treatment, the rate of failure and relapse is still high for some cancers and behaviours which promote cancer — sunbathing, smoking and alcohol — are still popular.

In the USA interest is growing in preventing the development of cancer with prophylactic drugs. These include free radical scavengers such as beta-carotene and agents which, like the retinoids, appear to suppress neoplastic cell growth. Two large double-blind clinical trials with these agents have recently produced conflicting results.

Some 1,800 people who had recently had non-melanoma skin cancer were randomised to receive placebo or 50mg of beta-carotene once daily. Each patient completed a health questionnaire every four months and underwent a skin examination annually for five years. Compliance was acceptable, with at least 80 per cent of patients taking at least half of the dose. By the end of the study, the plasma beta-carotene concentration in the treated group was nine-fold higher than that in the placebo group.

After five years, 2,000 new cancers had been diagnosed. Several familiar risk factors were identified. However, there was no difference in the incidence of new cancers or mortality between the groups: 360 patients taking beta-carotene and 340 patients taking placebo developed cancers and 79

and 72 patients respectively died.

In the second trial, 100 patients with cancer of the head and neck were given isotretinoin, 50-100mg/m²/day, or placebo for 12 months following successful surgery and radiotherapy. At follow up for a median 32 months, the frequency of local recurrence or metastases was 8-16 per cent in each group. However, patients given isotretinoin developed significantly fewer second primary tumours — the frequency was 4 per cent compared with 24 per cent in the control group.

Adverse reactions to isotretinoin included skin dryness, conjunctivitis and hypertriglyceridaemia; one-third of patients given isotretinoin did not complete the 12-month course of treatment due to toxicity.

Why is isotretinoin effective when beta-carotene is not? The difference may be due to the nature of the cancers treated or to the different mechanisms of action of the drugs. However, beta-carotene may have reduced the activity of other micronutrients that are important in overcoming cancer. For example, beta-carotene suppresses endogenous levels of alpha tocopherol (vitamin E), another anti-oxidant.

The toxicity of isotretinoin emphasises that no drug is so safe that it prevents cancer with no adverse consequences. However, it does represent an advance for people at risk.

New England Journal of Medicine
1990;323:789-95, 795-801 & 825-7



Research Digest is a regular series written by drug information specialist Steve Chaplin MRPharmS, looking at current developments in medicine.

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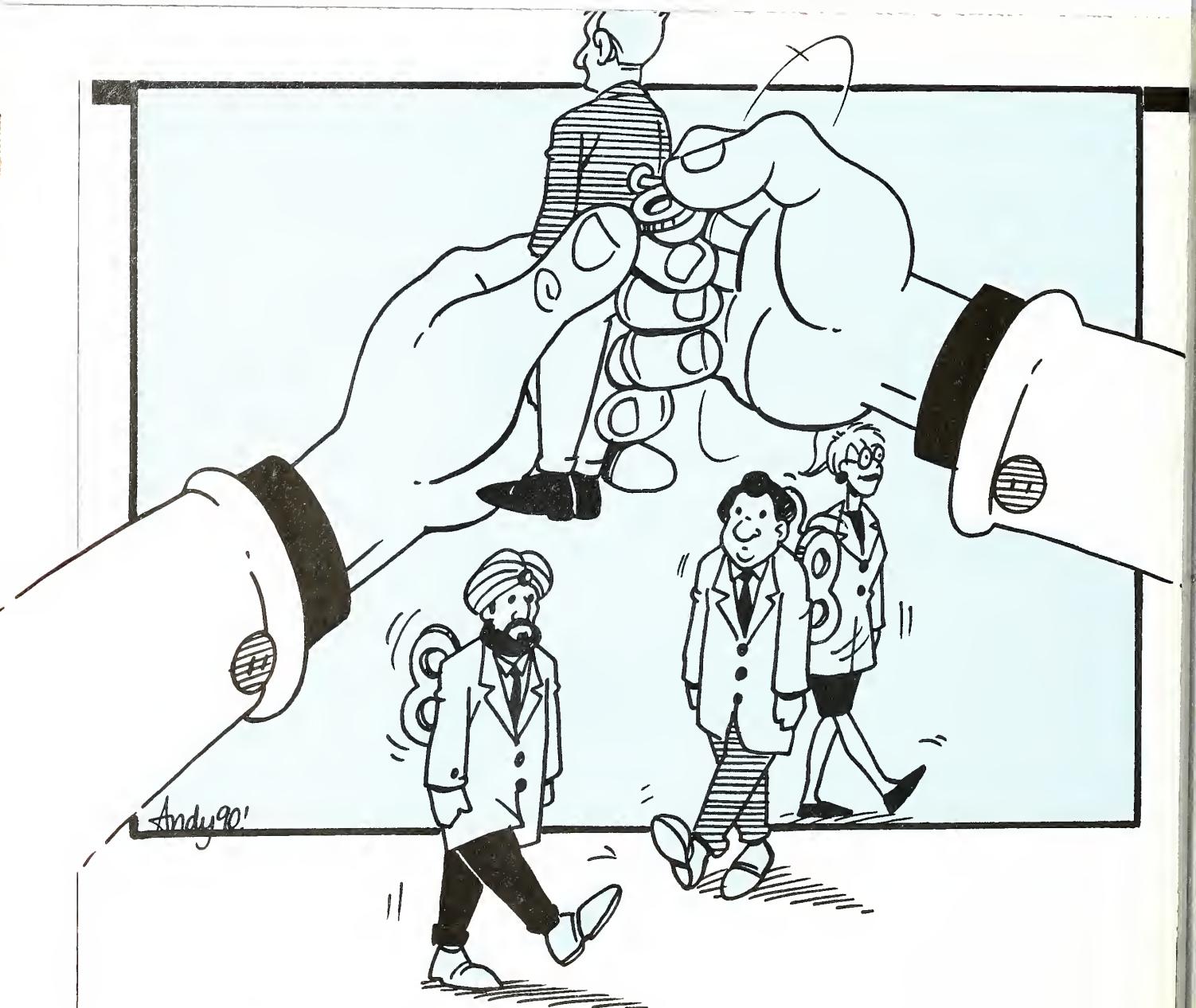
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Training the team

The right approach to the induction training of new staff can save the pharmacist a lot of headaches as well as reduce staff turnover. Head of training at the NPA Ailsa Benson offers some guidance in the second of her series on personnel management

Once you have selected your new member of staff you will want to make sure they contribute to the effective running of the business as quickly as possible, otherwise the care you have put into your selection and interviewing will be wasted. This is where induction training comes in and, as with

Induction training programme

This is a suggested induction training programme for a new pharmacy general assistant. Some of the proposed programme would of course be applicable to other types of employees.

DAY ONE

Introduction

- General layout of the pharmacy.
- Names of staff and their responsibilities.
- Opening and closing times.

Working conditions

- Rota, meal breaks, appearance, payment and wages.

The work

- Outline the general responsibilities, the standards expected, and serving versus selling.

What is special about a pharmacy

- Outline the legal restrictions on selling medicines, the role of the pharmacy, the importance of confidentiality.

The training programme

- What is planned, who is providing the training and when. Details for the first two days, outlines for the remainder of the training programme.

Aims and advantages

Newcomers want to do their job properly and to become useful members of the team as soon as possible, staff are understandably not keen to carry any one, so the whole staff has a vested interest in the successful outcome of the training.

Induction training should aim to make a new employee feel welcome and wanted, rather than foolish and inadequate. You should

give them the basic information and training needed to settle down quickly and become a useful member of the team. It is particularly encouraging for any new member of staff if you can try and find some tasks that she or he (and for the sake of simplicity I shall write "she" from now on) can complete without assistance.

Choose tasks that give an opportunity for you to explain, in a practical way, the standards you expect. Make sure the tasks are relevant to the job of the employee, good induction training gets everyone off to a positive start. As with all training, you will need to check on the newcomers existing level of knowledge and build on that.

To summarise, the fundamental aims of an induction training programme should be:

- Give the new starter confidence.
- Establish them as a new member of the team.
- Ensure the customer continues to receive efficient service.
- Lay down the foundations for further training.

Preparing the start

Think back to the first day you started work, or the first time you went to a strange place. How did you feel? What was your reception like? Do make sure that someone, preferably yourself, is there to welcome the new assistant. Make sure the new starter knows exactly where and when to report and to whom.

Plan ahead and decide exactly what she is going to do on the first day at work, in the first week and in the first month. Work out who will

Continued on p708

DAY TWO*Training programme*

- Explain the details of the programme for the rest of the week and the outline of the training programme beyond then.

Product knowledge

- Its importance and how to acquire it.

The work

- How to use pricing guns and the till, procedure for receipt of prescriptions (if appropriate).

Selling

- Explanation of what selling is, and the basics of greeting and approaching customers.

FIRST/SECOND WEEK*Working conditions*

- Sickness, absence procedures and disciplinary and grievance procedures.

Health and safety

- The assistant's responsibilities, prevention and reporting of accidents, prevention of and procedures for fire.

The organisation or company

- Who is who; size; aims; range of activities.

Product knowledge

- Training continuing.

Selling

- Continuing training in sales techniques.

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show them round the pharmacy. If you require them to wear an overall, make sure that the overall or other uniform is ready.

Look at the induction check list given below, and use it to sort out the order of priority suitable for your pharmacy and the person concerned. Decide who is going to give what training — and discuss and agree it with those concerned. Plan, plan, plan!

Also, you should think carefully about the tasks you can give the new employee. These early tasks are one of the ways in which a new employee can start to learn about the policies, procedures and products of your pharmacy. Frequent checks on progress during these first days are vital and give you an opportunity to monitor progress.

For example, with new sales counter assistants, if you put them on a particular section of merchandise for pricing and re-merchandising, ensure that the task is used to get to know that product group thoroughly. Chat to the assistants, encouraging them to tell you what they have learned and what difficulties there have been.

Try and start to encourage comparisons of different brands of the same types of products. One way of supporting an assistant's growing product knowledge is to get them to work on the appropriate training leaflets included in the NPA sales assistant training manual.

For a manager the task is much more complex. If you have made a first time appointment to a managerial job then, for most training will need to be given over an extended period of time on retail, man- and business management, as well as induction training. In the early days you will need to ensure that the manager understands the daily, weekly and monthly routines and the limits of their

authority.

Try to protect a new manager from the responsibilities of managing something she knows nothing about — ensure that daily tasks such as setting up tills, cashing up, stock ordering, staff rotas, are all covered early in the induction training. Most multiples have good training programmes, but a raw manager will need a lot of support and guidance. If you employ an experienced manager from a different company then it is crucial that the induction training trains a manager in your policies and procedures.

Remember that written statements of terms and conditions of employment must be issued to all new employees within 13 weeks of starting work. NPA can provide a standard form.

Think, too, about who is giving the training; clearly, it is not necessary for the pharmacist to do all this training, but certain items should only be covered by him.

The training plan

You should draw up a training plan for each member of staff using the job description and job specification you developed prior to your recruitment.

The basic training leaflets of the NPA's *staff training manual*, provide a thorough grounding on the basics of working in a pharmacy. These should be read, and the associated task sheets completed within the first few weeks. It is useful if you establish a routine with your new assistant spending an allocated time on training this need only be 30 minutes a week. And if you use them, do remember to discuss your assistant's answers to the task sheets.

Once the basic section task sheets have been completed, you can then use the progress chart to agree with your assistant a timetable for completion of the product knowledge and sales training sections. You should always ensure that one task sheet is satisfactorily completed before allowing her to move on to the next section.

Start with the products she is working with and then move on to other sections, by the end of the first year your new assistant should be a competent member of your pharmacy team and a credit to your business.

It is also worth taking the time to make frequent checks on the task that your new employees are undertaking. Chat briefly with them, checking on the knowledge that has been gained and making sure no errors are creeping in. Keep these chats positive and try to reward progress. Finally, remember that training is a continuing process for all of your employees, and for you too.

Induction checklist

An induction training programme should cover the headings:

- The organisation
- Introduction to the workplace
- Company policies
- Skills involved in the job
- The merchandise
- Dealing with customers
- Health, welfare and safety
- Training arrangements
- Your responsibilities

■ Ailsa Benson will be looking at the mechanics of staff appraisal in a forthcoming feature.

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ON TV

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— Recent DHSS report found high percentages of school children

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The pharmacy of the physicians of Myddfai

A traditional tale involving the union of a fairy and a mortal which led to a line of hereditary country doctors has diverted attention from the few known facts of the Meddygon Myddfai and the collection of writings associated with their name in the Welsh tradition, said Mr T. Turner. He was speaking at the BPC History of Pharmacy session on the "Pharmacy of the Physicians of Myddfai" last month.

Families possessing medical knowledge and skills are recorded as holding lands in the Carmarthenshire Parish of Myddfai from the 13th century. Farms and holdings are traditionally associated with the physicians.

There is also a South facing slope of Myndd Myddfai which is rich in ferns, bog plants and lichens and is still called Pant y Meddygon, and here tradition says the doctors collected plants and herbs for their remedies.

The last of the line of hereditary physicians is recorded as having practised in Myddfai in

the 18th century. They were David Jones, described as a surgeon or chirurgeon, who died in 1719, and John Jones his son, who died in 1739. Their deaths are recorded on a grave in the parish church. It is also suggested that the last known practising descendant was Dr C. Rice Williams, of Aberystwyth, in 1881.

Descendants named

Descendants, however, other than those in practice as doctors, still survive and a recent *Welsh Medical Gazette* named two more recent family members, and others of the family made themselves known at a Society of History of Welsh Medicine conference in Llandovrey in 1980.

The learned tradition is derived from the mediaeval writings of the family preserved in manuscript form, some of these belonging to the 14th Century. The Welsh School manuscript is now kept at the British Museum.

Of the plants mentioned, 95

could be identified as plants known to have been referred to in earlier or later herbals. Surprisingly, some of those found in earlier herbals, such as *Aconitum napellus* (monkshood), used widely in other parts of Europe and by the Arabic physicians, were not used by the Meddygon Myddfai although the species is indigenous to Wales, and others such as *Digitalis* (foxglove) and *Papaverum* (poppy) are used less specifically than the earlier herbals recommend.

This would suggest that the initial information probably obtained from European sources was modified in use by the empirical observations of the physicians and added to in the light of experience. *Artemesia vulgaris* (mugwort) is used for the treatment of fever, worms, carbuncle, viper bite, intoxication and as a flea killer, and *Betonica officinalis* (betony) for fever, urinary disorders, toothache, headache, joint pain, nose bleed and vomiting. Thirteen of the plant materials are recommended either singly or severally in 60 of the 184 remedies.

It must be assumed that patients were counselled as to the quantity and frequency of dose. There is little evidence of "patient compliance" although some of the instructions accompanying the

remedies would require full co-operation for success; for example for obstinateague "Cause him (the patient) to go into a bath and let him avoid touching the water with his arms. He will be cured by the help of God!"

Again in a treatment for vomiting there is the direction to "Immerse the scrotum in vinegar". Such recommendations would suggest a fair element of psychology with the physic. Unfortunately case histories and patient comment are not available.

In conclusion, said Mr Turner, the manuscripts were important documents with regard to their contribution to Welsh history. Through their pages one could obtain some insight into the religious and social patterns of the time, but without doubt their major contribution was to the methods and materials used in their practice of medicine.

It was not surprising to find that many of the remedies had survived to be included in modern pharmacopoeias where their efficacy has been proven but not superceded.

The Meddygon Myddfai were not only practising physicians but also investigative practitioners; they applied the knowledge available to them, while adding to their medical armamentarium from experience and observation.



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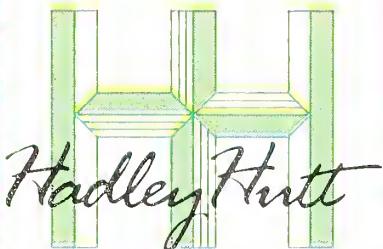
And another reported “One of my patients rang TV.am to tell them what detailed information I gave my patients”

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Pharmacists' attitude problem

The editorial in *C&D* October 6, together with the report of the Lincolnshire LPC Conference, makes depressing reading. I never cease to be amazed at the lethargy and defeatism within this profession that allows the Department of Health to heel us into the ground on remuneration as easily as it has done this year.

What other profession would react to a cut in pay averaging some £4,600 per contractor in such a passive manner? The medical fraternity would have jumped up and down in anger and made the headlines in no time, and every MP would have been very aware of the situation.

We really must be a load of wets, let alone “wimps”. For years this profession has lacked confidence in itself. It starts at the top and is evident at every level. I well remember some five or so years ago when a newly appointed Privy Council member of the Council of RPSGB asked the question: “Why do pharmacists have such a low opinion of themselves?” That was the initial impression of a lay person, not of the membership, but of its leaders and I was one of that number.

It is all down to attitude, and pharmacy has an attitudinal problem — dare I say an inferiority complex — and this, I regret, is how the likes of Kenneth Clarke sees us. Ever since the profession was thrown by the Nuffield Report into doubting its own credibility, we have sought to find any old additional role to justify our existence. As custodians of the nation's medicine chest we have always had a large role without looking for additional ones, and this is within the pharmacy, not outside it. For years we have provided a cost effective service based on goodwill, sweat and low paid staff and it is time this fact was more widely known.

Some days ago I sought an interview with a well respected MP whom I know quite well. It became evident that Parliament generally did not realise the Department had shortchanged us this year. I was told that the Government was grateful for the assistance that pharmacists had given in keeping down drug costs and also how badly it felt the BMA had behaved recently. I then asked why were we being treated so poorly. The answer was: “I'm afraid you are seen as an easy option.”

The PR work, particularly of PSNC, has obviously not had

much effect. It is easy to say that there are 11,000 pharmacists in a position to ruin everything, but it takes money to raise standards. PSNC has not, over the last few years, been delivering the goods as is evident in the ever decreasing percentage NHS profit figures. Too many small pharmacies struggle to make a living let alone raise their image.

The negative attitude within this profession is our downfall. Each of us has a vote and a Member of Parliament. It is time we got off our backsides and wrote to those MPs, or better still went to see them. The medics appear to have made a healthy profit out of their imposed contract, according to an NOP poll conducted for the publication *GP*. It appears it pays to behave badly.

J.M. Brunt
Brandon, Suffolk

Mucaine doubts

The ever-greedy pharmaceutical companies seem to be up to their profit-increasing tricks yet again!

The new 200ml presentation of Mucaine has a “use by 14-day once opened” notice on its label. Has this product's formulation been so drastically modified on being repackaged from its 500ml previous size? My cynical mind doubts it.

If indeed it has, or has not for that matter, I hope that this product will now be classed under clause 10, part B of the Drug Tariff: that is to say it is a drug in a special container. This will enable pharmacy contractors to supply in multiples of the original pack, nearest to the quantity ordered. Shining white knight, PSNC, to the fore please!

The good ship NHS pays up yet again in the net ingredient cost, but not for our professional dispensing fees.

David Thomas
Tettenhall, Wolverhampton

Pain — close to home?

Scene: A suburban pharmacy on a rainy Saturday afternoon. The phone rings.

Caller: “It's the Charlie Brown Rest Home here. Can you help us, please?”

Pharmacist: “I'll try.”

Caller: “We have just realised

that one of our residents will run out of tablets over the weekend. Could you let us have a few to see us through till Monday? We will get the prescription then.”

Pharmacist: “I'm sure we can sort something out. Which rest home did you say? I don't think we supply you normally, do we?”

Caller: “No. We get our supplies from Boots normally.”

Pharmacist: “Boots are open on a Saturday afternoon. Have you spoken to them about it?”

Caller: “Well no. I didn't think they would... They are in the city centre; it's so much easier to park near you!”

As luck would have it, the Crookes representative had been in the day before. He is a nice chap and, as one human being to another, I was sorry for him when I drew his attention to the fact that the prime shelf-space which had once been given over to Nurofen is now occupied by Inoven and generic ibuprofen.

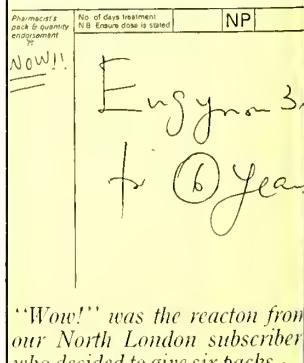
He tried to tell me that we must be losing customers, but told him that I did not know of a single instance when we had failed to convert a request for Nurofen to a sale of another make of ibuprofen. (Colleagues have since told me of three occasions when they have had to give in and sell Nurofen from the cupboard where it is now kept. That is three occasions since mid-July, and still no lost customers.)

I pointed out that, each time we convert a customer to the generic, the customer save money, we make more cash (no just percentage) profit, and Nurofen loses a customer probably permanently!

The rep's final ploy was to tell me that we are virtually the only one left who are still boycotting Crookes, and that we are the only one to close a direct account. A competitor's rep told me a few days later that 20 per cent of his customers no longer have Nurofen on display. Who do believe? Is it worth carrying on?

To all the others out there who are still “holding-out”, I say “You are not alone.”

R. Hazlehurst
Bradford



“Wow!” was the reaction from our North London subscriber who decided to give six packs.

BUSINESS NEWS

United Drug buy Trinity

United Drug, the distribution and marketing group, have bought Trinity Instruments Ltd of Dublin in a shares and loan note deal. Trinity's principal activities include supplying ophthalmic equipment and representing companies such as Bausch & Lomb and Keeler Instruments to the Irish market.

United Drug have acquired the whole share capital of Trinity for 312,500 new shares in United Drug and IR£350,000 worth of loan note, redeemable before the end of 1993. No cash outlay is involved.

Trinity made some IR£100,000 profit last year with assets valued at IR£120,000.

Glaxo fall in favour

Glaxo shares dropped on the joint news of a Japanese competitor for Zantac and analysts BZW downgrading their profits forecast for the company. The shares recovered, only to be hit again when the text of a speech by Glaxo chief executive Ernest Mario hit dealer's screens.

However, the announcement that Japanese pharmaceutical company Takeda are seeking approval for their ulcer drug lansoprazole is not new information, though it took some investors by surprise.

The BZW profits downgrading was largely technical, connected with Glaxo's intention to average out the effect of currency fluctuations over the year from now on. But Dr Mario's remarks appeared to include the new information that the anti-migraine drug, Imigran, may not be approved for marketing in the USA for another three or four years.

Imigran is expected to bridge the revenue gap between successes like Zantac and drugs still in the pipeline.

Roberts close down after a hundred years

Roberts Laboratories are closing down and laying off their 70-strong workforce at the end of November after unsuccessful attempts to sell the business as a going concern. Earlier in the year the company had plans to repackage and relaunch its established Zubes brand.

The Bolton based company, which celebrates its centenary this year, is best known for the manufacture of Zubes lozenges, but also manufactures analgesics and generics mainly for West African markets.

The company intends to honour all its manufacturing commitments before closure. It has been Roberts' commitment to the West African trade which has caused many of the company's problems; 30 per cent import duty plus transport costs have squeezed margins, and the problem became even more acute when major competitors began to manufacture in West Africa. For the past 18 months the parent company, Paterson Zochonis, have adopted the same policy.

Marketing manager Robert Brayne told *C&D* that Roberts have not made a profit this year. "We sell a lot of generics such as paracetamol, but these operate on very tight margins. However, Zubes is a reasonably profitable line." An official statement by the company said that Roberts have

been experiencing reduced export sales volume for some time and as a result are no longer regarded as a viable concern.

One option for the company is to sell the Zubes brand separately and to sell the production site. "The factory is in a prime development area of South Bolton," said Mr Brayne.

Industry observers say that Zubes profile has been pretty low for the past 15 years or more and it is a brand that needs consistent marketing support.

Mr Brayne told *C&D* that Paterson Zochonis had "not been ungenerous" in their package to the workforce.

"They have tried to do all they can to find people jobs and are paying more than they are required to do in severance pay."

A commitment has been made by the company to provide a "job shop" and set about placing as many of the workforce as possible in alternative employment.

Roberts Laboratories were PZ's first acquisition in the UK in 1974.

Mr Brayne, who has been with the company for eight years, leaves with the closure, but intends to stay in the pharmaceutical industry.

Managing director Stewart Pyrah is also md of another PZ subsidiary, Odex, and will continue in that position.

Computer co-ordination

The NHS Information Management Centre has published guidance on a "Common Basic Specification" for the NHS designed to supplement previous work on standard computer systems and the NHS Data Model. The aim is to develop a single model describing all NHS activities and relating the required data to them.

According to the Department of Health, the model embodies the

best current understanding of how healthcare activities should relate to one another in any one of the many varieties of organisation involved. It provides a foundation for specifying requirements for information systems that fit together, and it uses the latest results of automation in this field.

Three volumes have been published: a core summary, the first detailed volume and the first guidance volume, on how to use it.

Fresenius buy Kendall

The UK subsidiary of the German renal, nutritional, transplantation and blood therapy group Fresenius AG have bought Kendall Laboratories. Fresenius Ltd and Kendall Laboratories will form a new UK health group, the Fresenius Healthcare Group, with a total turnover of some £25m and 300 staff.

The move follows a joint management venture earlier this year between Fresenius Ltd and the Accrington Victoria Hospital to operate the hospital's renal unit. The company has a £250,000pa, five year contract and is responsible for the day to day running of the operation.

The acquisition of Kendall — for an undisclosed sum — gives Fresenius production capacity in the UK as well as some 90 product licences for intravenous and irrigation solutions. The company says the purchase gives it some 20 per cent of the £130m hospital sterile fluids sector in the UK.

A spokesman for Fresenius said the company intends to exploit the synergies of the situation and build the new healthcare group into a credible alternative supplier of IV products in the UK. Last year Fresenius Ltd reported sales of £224.6m.

Sainsbury in Scotland

Sainsbury have won outline planning permission at Darnley, South West Glasgow, for the first of their Scottish supermarkets. This is expected to be the first of a number of stores the company has planned for Scotland.

Industry observers expect Sainsbury's plans to radically alter shopping and retail employment patterns North of the border.

The supermarket, which is expected to open in early 1992 will cover a 15 acre site and have a 40,000sq ft sales area and car parking for over 600 vehicles.



Leeds-based Melvin Ledger (front row, second right) has won the Unichem's 1990 driver of the year award, beating ten other original finalists. Now in its fifth year, the competition tests drivers on practical and theoretical skills and encourages safe and accurate driving. Mr Ledger was awarded the Stormont cup, £500 and the use of a Ford demonstration vehicle of his choice for a fortnight. He was also awarded the Uniroyal plate in a separate prize for the road test. The other winners (front row) are (from left) Andrew Walmsley, fourth, Peter Spencey, second, and Peter Morgan (right), third. Pictured centre back is Kelvin Hide, Unichem's operations director

Kodak settle for \$900m

Damages of some \$909.5m have been awarded against Kodak in the company's long running dispute with Polaroid.

Polaroid charged that Eastman Kodak infringed their patents when they entered the instant camera market in the mid-1970s; Kodak have since withdrawn from the instant photography market.

The award against Kodak consists of damages of \$450m for the patent infringements with the remainder representing interest accrued since 1976.

For the past five years the argument has been about the amount of the award, as judgment was made in principle against Eastman Kodak in 1985.

Eastman Kodak chairman and

chief executive Kay Whitmore said that the damages were "substantially more than the amount to which we believe Polaroid are entitled."

Mr Whitmore said he was pleased that the court ruled that the patent infringements were not wilful. "It has always been our firm policy to respect the valid patent rights of others and the avoidance of any patent infringement was uppermost in our minds in the design of our instant camera and film."

Erroll Yates, chairman and managing director of the UK subsidiary Kodak Ltd said: "The decision of the court in America will have no material impact on Kodak Ltd."

Dillons dished in price maintenance move

Booksellers Dillons have failed so far in their attempt to break the Net Book Agreement, the book world's equivalent to resale price maintenance for medicines.

The Dillons Group, which own 11 per cent of Britain's bookshops, intended to sell the six novels on the Booker Prize shortlist at a 25 per cent discount. As C&D goes to press the Publishers Association has succeeded in organising an injunction to prevent Dillons selling the books below their recommended prices, but Dillons are planning to appeal.

Dillons' case is that the Net Book Agreement should be overridden by European law; the Publishers Association argues that abolishing price fixing would put smaller bookshops out of business.

PATA chairman Jerry Harraway said: "It looks very dangerous. Obviously it will cause people to look at RPM, and books and medicines are the only two agreements left."

Mr Harraway does not see an immediate problem on RPM for medicines, but accepts the public need educating on its benefits.

COMING EVENTS

Scottish conference

The Scottish pharmacists conference will be held at the Atholl Palace Hotel, Pitlochry on November 3 and 4. The theme will be "Dermatology and wound dressings".

The inclusive residential fee for the weekend is £65, with day tickets for the Sunday only at £20. Applications for tickets should be made to Dr L.C. Howden at the Scottish Department of the Royal Pharmaceutical Society on 031-556 4386.

Hands across Healthcare

Further details have been released about the Young Pharmacists Group "Hands across Healthcare" exhibition to be held at the Queens Moat House Hotel, Chesterfield Road South, Sheffield on October 27 and 28.

Areas to be discussed across professional boundaries include community formulary medicines, clinical case histories of therapeutic interest, OTC prescribing and nursing specialties.

The exhibition will be held in conjunction with the YPG's AGM. Speakers at the AGM include Alan Nathan and Alison Blenkinsopp who will chair YPG question time.

The full fee, including one night's accommodation, is £50. Details are available from Karol Pazik on 0296 394142.

Wednesday, October 24

Ile of Wight Branch, RPSGB. Postgraduate Medical Centre, St Mary's Hospital, Newport at 7.30 for 8pm. "Evening primrose oil" by Dr Stephen Wright, Scotia Pharmaceuticals.

Mansfield Branch, RPSGB. Postgraduate Medical Centre, Mansfield District Hospital, 7.15 for 8pm (buffet). "Management of the

incontinent patient" by Ann Allardice and Elsie Britten, continence advisors, King's Mill Hospital.

West Metropolitan Branch, RPSGB. Institute Lecture Theatre, Brompton Hospital at 7.30pm. "PACT — an overview" by Claire Anderson, continuing education lecturer, NW Thames RHA.

Wirral Branch, RPSGB. The visit to the Squibb factory at Moreton will now take place on Wednesday October 24 starting at 6.30pm. Names of those wishing to attend to Mike Urwin on 051 625 8586.

Thursday, October 25

Dundee and Eastern Scottish Branch, RPSGB. Lecture Theatre 2, Ninewells Medical School at 7.45pm, joint meeting with the National Pharmaceutical Association. "NPA services" by Mr E. Downing, NPA assistant secretary and manager of the Chemists' Defence Association.

Lincoln Branch, RPSGB. Postgraduate Medical Centre, Lincoln County Hospital, 7.30 for 8pm. "150 years of poisoning in England and Wales — the changing fashions in poisons and the Society's response to the problem" by Dr I. Harrison.

Friday, October 26

Institute of Pharmacy Management International. Weekend meeting at the Prince of Wales Hotel, Southport, until 28. Details from Dr I.F. Jones on 0274 733466.

Advance Information

IBC Technical Services. "Modern management of headache" at the Royal Society of Medicine on November 5-6. Details from Fiona Morgan on 071-236 4080.

Proprietary Association of Great Britain. "European OTC marketing — Realities and myths", AESGP members meeting at BAFTA in London on November 6. Details from the PAGB on 071-242 8331.

OTC News. "Functional foods and natural remedies — The vital facts" conference at the Sheraton Skyline Hotel, Heathrow on November 7-8. Sharon Keizer on 0702 431805.

Society of Cosmetic Scientists. "Total quality" lecture by Dr W.E. Dupuy of Rimmel International at the Royal Society of Medicine, Wimpole Street, London W1, on November 8 at 7pm. Details from 0582 26661.

Institute of Pharmacy Management. Training seminar on aspects of financial management. At the Banbury Moat House, Oxford Road, Banbury on November 10-11. Fee £5 (members), £25 (non-members). Details from Geoffrey Knowles on 051-632 3760.

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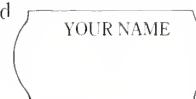
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ABOUT PEOPLE

Anniversary plans get an airing

The Stockport Branch of the Royal Pharmaceutical Society has won £500 in the Society's competition for ideas for next year's 150th anniversary celebrations.

The branch plans to run a health testing facility for a week in a local busy shopping precinct which will be staffed by a pharmacist.

Society president Mrs Linda Stone, presenting the prize money at a function last week, said she hoped it would enable the branch to run the project for a further week.

The second prize of £250 went to Cardiff and South Glamorgan Branch for its anniversary plans focusing on Llandaff Cathedral, including a herb garden and production of embroidered kneelers.

Slough Branch was awarded £200 to help to fund its plans for medicinal herb gardens at a mental handicap community and residential home.

Leicester Branch will be

putting on a midsummer garden party and bringing together retired and younger pharmacists. They received £50. Manchester, Salford and Trafford Branch was highly commended for the idea of producing special carrier bags and enamel lapel badges, which will be available to pharmacists across the country.

An exhibition of the plans was recently arranged in the society's headquarters in Lambeth, London. Nineteen branches in all entered the competition.



Generic manufacturers and short line wholesalers have donated over £500,000 worth of drugs to help the stretched medical services in Romania.

The collection has been organised by John Kempton, managing director of Meridian Healthcare. "People from the church in our village were moved by the programme 'Ceausescu's Children' on TV and were collecting to send a lorry to Romania, but the one thing they couldn't get their hands on was

drugs," Mr Kempton says.

"I mentioned I might be able to send a letter out to all generic wholesalers and one or two manufacturers." Things snowballed from there. "Within three weeks £250,000-worth of drugs had been collected and we'd sent a lorry to Romania."

Realising he could do a lot more, Mr Kempton was then put in touch with the Yorkshire-based charity Jubilee Outreach Yorks (JOY) who have medical teams in Romania and who were shipping out every fortnight. Since which time, he has collected a further £250,000-worth of drugs for Romania's medical services.

Mr Kempton is quick to pay tribute to a number of companies who have made large donations. Legap Pharmaceuticals, Europharm, and David Bull Laboratories have, he says, donated over £75,000 of drugs each to the cause. "Needless to say we are looking for more. If we can raise a million quid's worth it will be fantastic." He adds that, as well as drugs, the Romanian authorities are desperate for needles and syringes.

John Kempton can be reached at Meridian Healthcare Ltd, Walnut Tree Farm, Dereham Road, Swanton Morely, Dereham, Norfolk NR20 4PT. Tel: 036283 8484.

Doctors and pharmacists got together recently in an unusual spirit of professional co-operation — to play golf. The joint meeting at the Walsall Golf Club was the brainchild of Darlaston pharmacist Kameljit Dhinsa (left), who distinguished himself firstly by scoring 44 points, more than any of the other 27 golfers, and then, as organiser, excluded himself from the prizegiving allowing Don Fowler to win the pharmacist's prize with 36 points.

Drs Ram Karandikar and S. Hussein won among the medics, with 39 points. Knight Fragrances and National Generics were among the sponsors.

APPOINTMENTS

Thompson Medical have appointed Roger Durie as UK director of sales. Mr Durie will have responsibility for sales and distribution of Aqua Ban, Catarrh-Ex, Bran Slim, Coda-Med and Slim Fast.

Seton Healthcare have appointed Ann Levick as director of public relations. Ms Levick, a State Registered Nurse, was previously director of burns therapy. She succeeds John Whitmore who takes over as director of export marketing in the Seton export department with responsibility for Europe, the Middle East and Africa.

Food Brokers Ltd have appointed Steve Foster as product development manager and Steve Hillsdon as marketing executive. Mr Hillsdon will be responsible for the Fisherman's Friend brand.

Robinson Healthcare have announced the appointment of Kay Sargeant as assistant product manager — medical products.

Glaxo Holdings plc Colin Armit has been appointed director, international marketing for Glaxo's CNS products group. Mr Armit, aged 43, comes from Glaxo Australia Pty, where he held the position of sales and marketing director.

The Pharmacy and Pharmacotherapy of Asthma, edited by Patrick D'Arcy and James C. McElnay, has been entered for this year's Glaxo Prize for Medical Writing. Competing with a total of 70 books, the Glaxo prizes, one for medical writing and another for medical illustration, go to those publications which are considered to make the greatest contribution to understanding in any particular field. The winners will be announced in November and receive a cheque for £1,000 each to be presented by Sir Paul Girolami, chairman of Glaxo Holdings plc, on December 5.

Guild award winner

Jeremy Proctor from Scarborough Hospital has won the 1990 Baxter Healthcare Intravenous Therapy Award, run in conjunction with the Guild of Hospital Pharmacists.

Mr Proctor won the award with his poster presentation entitled "Prospective randomised study comparing parenteral nutrition". The award will enable Mr Proctor to present his poster at the American Society of Hospital Pharmacists' mid-year meeting in America in December.

A report of the work and the visit to America will be given at the 1991 Guild Weekend School in Oxford next year.

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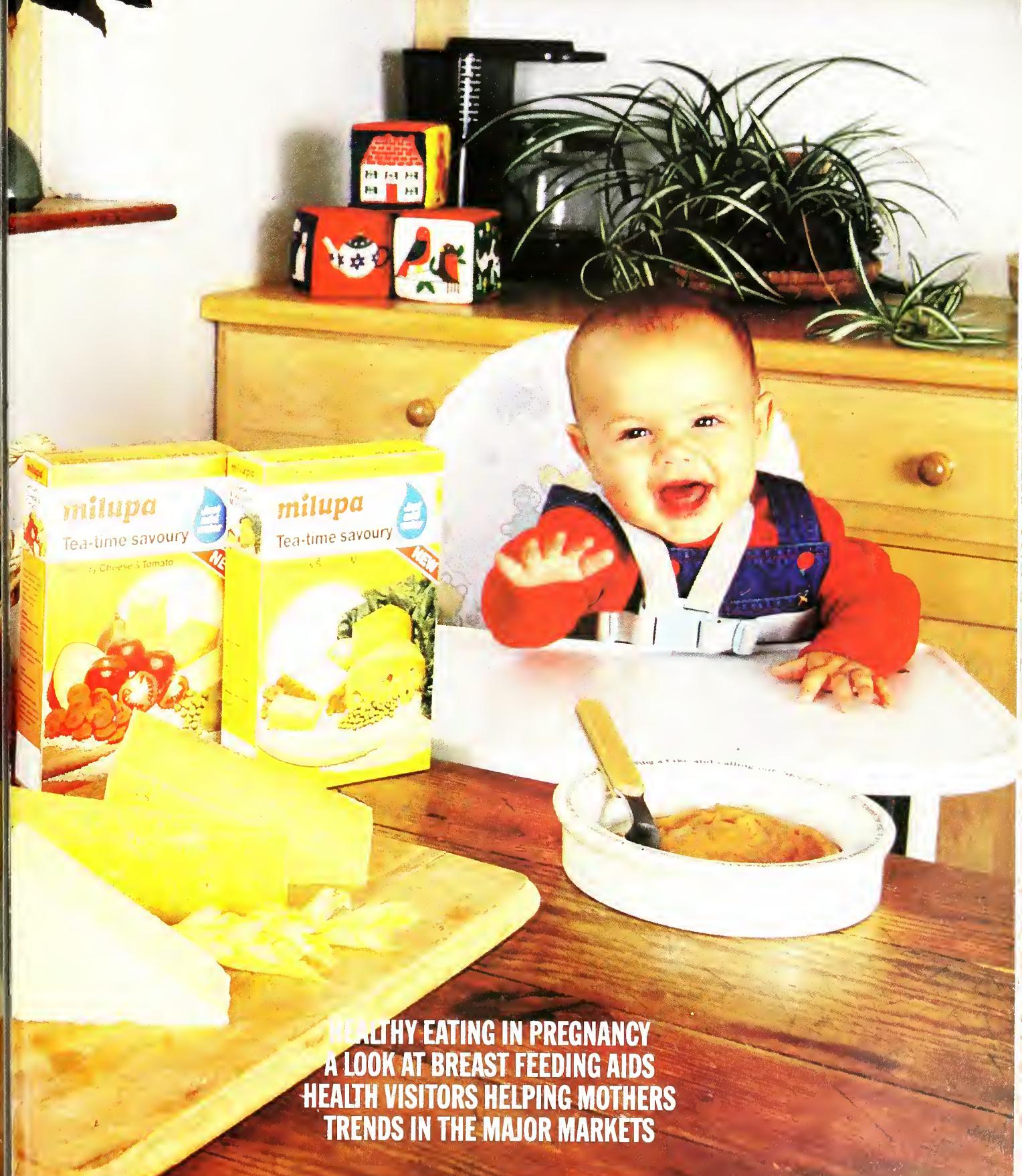
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Eating well in pregnancy

Pregnancy does not mean eating for two, but it does mean eating well for one — and long before conception — writes Wendy Doyle SRD, research nutritionist, Institute of Brain Chemistry and Human Nutrition, Hackney Hospital

Realising they are now responsible for the well-being of another totally dependent human being, many women use pregnancy as a time to make changes for the better in what they eat. While this is certainly a laudable step, it may well be too late to have any real impact on the outcome of the current pregnancy. The time of greatest nutritional vulnerability is possibly before a woman even suspects she is pregnant.

The epidemiology

Convincing historical evidence suggests that foetal growth retardation is a function of maternal nutrition, at or prior to conception. In the food shortages in Holland during World War II and in Germany after the war, there was a rise in perinatal mortality and congenital defects in those mothers who conceived during the food shortages. In contrast, there was no such increase in birth defects among babies born to mothers who conceived before the food shortages began yet carried their babies during the famine.

The conclusions of a recent and extensive study in the USA — the Special Supplemental Food Programme for Women, Infants and Children (WIC) — was that, except among deprived populations, birthweight was largely but not wholly determined during the first trimester. Hence intervention before conception offers the best possibility of primary prevention of low birthweight and its sequelae.

In 1987 there were 46,500 babies born below 2,500g in England and Wales, accounting for 6.8 per cent of live births (OPCS). According to the National Audit Office (1990) some 10 per cent of these low birthweight babies may suffer serious handicap.

The risks of both low birthweight and handicap are several times higher in the lower socio-economic



groups, a contrast which cannot be explained by a genetic difference. Our own studies on pregnant mothers from two contrasting socio-economic groups (living in Hampstead and Hackney in London), showed significant differences in the dietary intakes of most vitamins and minerals, differences which were exaggerated in the low birthweight group (Crawford *et al*, 1986). In that study, where intakes were measured for one week in each trimester, the association between nutrient intakes and birthweight were strongest with food intakes in the first trimester.

While overt food shortage

in Britain is rare, mild undernutrition is relatively common. Poor eating habits may be influenced by many issues including low income, ignorance and "slimming" diets. In addition, factors such as smoking, regular alcohol consumption, drug use and abuse as well as oral contraception and chronic infection will exacerbate poor nutritional status by increasing demands on specific nutrients.

Our own studies

We studied the food intakes of 513 women in Hackney and Hampstead by recording all food and drink consumed

for one week during the first trimester of pregnancy and before they were given any advice about diet. The mothers were sent a detailed report on their nutrient intake and advised on how to improve their diet. They were then seen at each visit to the antenatal clinic by a dietitian to reinforce the message about the importance of healthy eating in pregnancy.

A trial of nutrition counselling and multi-vitamin and mineral supplementation during the second and third trimester of pregnancy was subsequently undertaken. Despite the counselling and supplementation, the impact

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Breastmilk is best for babies. Infant formula is intended to replace breastmilk when mothers do not breastfeed. Good maternal nutrition is important for preparation and maintenance of breast feeding. Introducing partial bottle feeding could negatively affect breast feeding and reversing a decision not to breastfeed is difficult. Professional advice should be followed on infant feeding. Infant formula should be prepared and used as directed. Unnecessary or improper use of infant formula may present a health hazard. Social and financial implications should be considered when selecting a method of infant feeding.

Progress is a balanced blend of milk solids, vitamins and minerals for babies of 6 months and older. Used in conjunction with solid feeding, it provides the nourishment essential to a baby's healthy and sustained growth. Progress is not intended to replace breast feeding or infant formula.

on weight at birth was small in comparison with the association between birthweight and nutrient intakes in the mother's habitual diet. When analytical procedures were controlled for maternal pre-pregnant weight, there was no significant increase in mean birthweight with

supplementation, suggesting that all the significant associations between maternal micronutrient intake and birthweight in the present study had their origin before the second trimester.

Results

Details of the associations between maternal nutrient

intakes in the first trimester and birth outcome have been published recently (Doyle *et al.*, 1989a, 1989b, 1990a, 1990b; Wynn *et al.*, 1990). Of the 513 mothers, 28 had babies at or below 2,500g, the official demarcation point for low birthweight; 165 mothers had babies born in the optimum birthweight range

of 3,500-4,500g, reported to have the lowest perinatal mortality rates in the official statistics of many countries. The mean intakes of these two groups are in the table.

Vitamins

Vitamins have been shown to be essential for all mammalian reproduction and deficiency of vitamins before and around the time of fertilisation has been shown to produce restricted growth and maldevelopment (Hurley, 1979). Both German and Swiss studies have reported substantial percentages of women of reproductive age with low levels of enzyme saturation with thiamine, riboflavin and pyridoxine (Arab *et al.*, 1982, Ritzel G., 1975).

In our study, thiamine, niacin and pyridoxine were the most significant B vitamins but they could not be statistically separated from other B vitamins which tend to be clustered together in the same foods. The analysis therefore suggests the importance of the B vitamin cluster rather than any particular B vitamin.

The placenta can extract vitamins from maternal blood and increase their

Mean daily intakes of 193 mothers with babies born of optimum birthweight (3,500-4,500g) and low birthweight (<2,500g)

		Low birthweight mothers n=28	Optimum birthweight mothers n=165	p= (2 tailed)
Fibre	g	13.5	19.2	<0.001
Energy	kcal	1642	1974	0.001
Protein	g	62.8	74.4	0.006
Minerals				
Sodium	mg	2025	2688	<0.001
Chloride	mg	3174	4235	<0.001
Magnesium	mg	209	283	<0.001
Iron	mg	9.35	12.9	<0.001
Phosphorus	mg	1039	1315	0.001
Copper	mg	1.26	1.70	0.001
Zinc	mg	8.16	10.2	0.003
Potassium	mg	2492	2993	0.007
Calcium	mg	761	953	0.011
Vitamins				
Thiamine (B1)	mg	0.96	1.21	<0.001
Niacin (B3)	mg	12.3	16.1	0.001
Pyridoxine (B6)	mg	1.16	1.50	0.001
Riboflavin (B2)	mg	1.48	1.96	0.002
Vitamin A	mcg	983	1720	0.002
Pantothenic acid	mg	3.67	4.41	0.016
Biotin	mcg	21.5	26.2	0.028
Vitamin B12	mcg	5.27	8.18	0.036
Folic acid	mcg	161	201	0.044



Everything for bringing up baby

concentrations for the benefit of the foetus (Van der Berg *et al.*, 1978). Maternal blood concentrations generally fall through pregnancy, partly as a result of increased blood volume, but the placenta is able to protect the foetus against even quite severe falls (Reinken *et al.*, 1978). A mother can therefore suffer from acute vitamin deficiency during the latter part of her pregnancy without her foetus being affected.

Minerals

Low maternal intakes of many minerals (see table) were associated with low birthweight. The correlation coefficient for magnesium ($r=0.253$) was the most prominent of all nutrients but magnesium intake was highly correlated with phosphorus and zinc and to a lesser extent with iron intake. The analysis indicates the importance of all the minerals and could not effectively discriminate between them.

A number of studies have reported benefits from magnesium supplements during pregnancy, which suggests that there may be an important minority of women who have less than optimum intakes of magnesium. In

Switzerland a double blind trial of pregnant women reported a significantly reduced incidence of low birthweight from magnesium supplementation (Spatling & Spatling, 1988).

Analysis showed no significant associations between maternal nutrient intakes in the first trimester and birthweight in the mothers who had babies born above 7.2lb (3,270g), the median birthweight. But for mothers who had babies with birthweights below that figure there were many significant associations.

This suggests that the risk of producing a low birthweight baby is far greater in badly fed mothers, particularly if badly fed at the beginning of pregnancy. It was concluded that the principal associations between maternal diet and birth dimensions probably had their origin during ovulatory maturation and early embryonic development: when cell division is most active.

Other factors

Prepregnancy weight is also significantly correlated with birthweight which may in turn reflect nutritional status

(van der Spuy *et al.*, 1989). This association has been reported in many previous studies. In contrast to the correlations with nutrient intake which were concentrated in the poorly fed half of this population, the correlation with pre pregnancy weight was found to be uniformly spread over the whole range.

Smoking has been shown in many studies to have an adverse affect on birthweight although most studies have not controlled for nutrient intakes. Twenty seven per cent of the mothers were smokers although less than 8 per cent smoked more than 10 cigarettes a day. Although the mean birthweight of the mothers who smoked was lower (3,233g vs 3,302g), the difference was not significant.

Conclusions

Cause and effect cannot be assumed but the nutrient intake of optimum birthweight mothers may at least be said to be compatible with full foetal development. Pregnancy does not mean eating for two but it does mean eating well for one, a habit that should be established well in advance of pregnancy. From our studies

it would seem that no one nutrient is responsible for a healthy outcome of pregnancy but, rather, an adequate supply of essential vitamins and minerals will help to ensure a successful pregnancy and will also protect the mother's health.

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ON THE MOVE



'om Numark

Health visitors are often the first contact for parents seeking advice on minor ailments and other problems in the first few weeks of their baby's life. C&D finds out more about the role of these specially trained nurses.

Helping mum

Alison Magnall works in an outer London borough with a case load of 250 families with children under five. She is a registered general nurse (RGN) and a registered sick children's nurse (RSCN): she has also just finished a two-year part-time advanced diploma in childhood studies. As a health visitor she is expected to call on all new mums in her area between ten and 14 days after the birth of a baby.

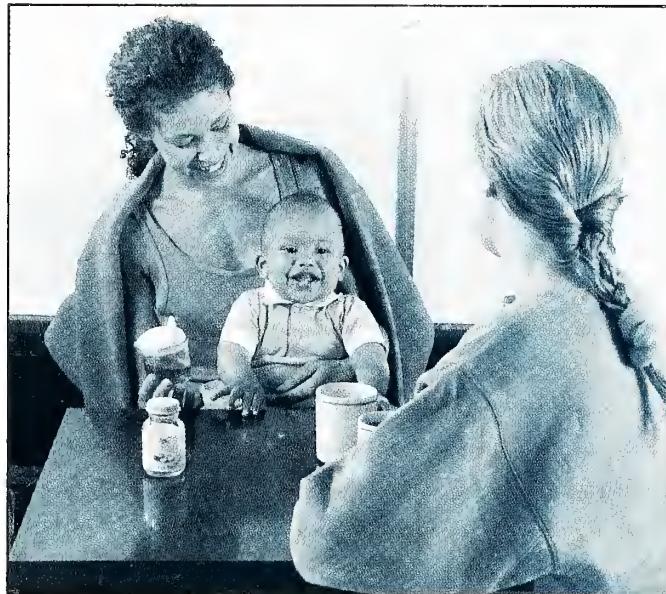
Antenatal care helps parents-to-be prepare for the arrival of their baby. Once the baby comes home, post-natal care starts with daily visits from midwives for ten to 30 days after the birth, to ensure mum and baby are healthy and adjusting to each other. Then health visitors take over responsibility for the well-being of the baby.

All health visitors are nurses who undergo an extra year's training to qualify as HVCert. Until last year, they needed a qualification in obstetrics or midwifery too. Cases are allocated in different ways depending on the borough they work in; some are attached to GP surgeries and see patients registered with the practice, others are allocated families on a geographical basis.

On an average day, Alison spends the first hour in the office arranging appointments. She will then either attend an antenatal class, a hospital baby clinic or a parent-craft class, or make home visits. On her first visit to a family with a new baby, Alison examines the baby physically.

"I have to make sure the baby is normal, so I check breathing, colour, skin, the fontanelle, and reflexes," she says.

She also assesses the mum's interaction with her baby, her emotional state, and the level of support available. She will offer advice on rest, nutrition,



family planning, health, and give information on services available.

When things go wrong

Common sense and tact are called for when a problem arises, says Alison. "If it is a minor birth defect, like a squint or a small naevus (birthmark), I usually tell the mum straight away. If I suspect a serious genetic problem, such as Down's syndrome, I won't take any action until I'm certain," she explains. She would then seek a second opinion from a midwife or GP who had had contact with the child.

Since Alison visits families with children under five, she often discusses the child's feeding and sleeping patterns, talks about vaccinations, or simply makes a "supportive" visit. Sometimes she comes across mums who make mistakes — "like breaking a rusk into a feeding bottle, and then making the hole bigger" — or who do things differently for cultural reasons. Each time, she judges whether what is being done is dangerous

before taking action.

Occasionally, cases of child abuse come to light, and must be reported to Social Services who will carry out an investigation. Some babies are put on the Child Protection Register before they are born if there is a history of neglect, physical or sexual abuse, or drug abuse, Alison says.

Health visitors are often thought to be interfering; but whatever the problem, the relationship with the family must be safeguarded, Alison maintains. Actions or advice must be documented within 24 hours, so they become contemporaneous notes suitable for evidence in court. Reports and administration take up about 40 per cent of a health visitor's time.

Minor ailments advice

Health visitors spend a lot of time advising on how to treat minor ailments, says Alison. "It's a very responsible job, and people expect you to have a wide base of knowledge," she adds.

Sometimes Alison will recommend a particular

product. If it can be obtained free on prescription, she will advise the mum to get it from her GP. At other times she will simply send her to see her pharmacist.

Alison comes into contact with pharmacists only if she calls to ensure that a particular product is available. She has found that some people know little about the role of a pharmacist.

"Clients are often surprised pharmacists know about drug use; they think they simply dispense. But many mums react well to advice from pharmacists because they see them as neutral."

Health visitors are expected to keep up-to-date with new products, but Alison admits there is no formal procedure. She might, however, pick up a recommendation from a pharmacist indirectly — through a client.

Some boroughs allow manufacturers to talk to mums-to-be at antenatal or parent-craft classes. While Alison can learn about individual products at these sessions, she would like access to more generic information.

Occasionally, she comes across cases where she feels inappropriate medication has been prescribed or is being used in the wrong age group. "I then have to judge whether or not to say anything to the mother. If I do mention it, I have to do so without diminishing her confidence in the prescriber."

She would, however, give the GP her opinion, because she tries to maintain a good dialogue with the professionals she works with. She feels that close co-operation between professionals can only improve the quality of care patients receive. Extra vigilance by pharmacists in screening prescriptions for babies and young children might make some GPs reassess their prescribing habits, Alison believes.

**We're adding to
the bestsellers list.**

MENU

HEINZ
Savoury
SPECIALS


Heinz Savoury Specials range is already a firm favourite with mothers and babies.

In fact, Heinz sell more Savoury Specials than the entire range of some of our competitors.* Because, as more and more families forsake traditional 'meat and two veg' meals for a more varied and interesting menu, so babies' eating habits are changing too.

Which is why we've made some more. Fourteen more. Including: Spaghetti Napolitan, Braised Vegetables with Mushrooms and Vegetable and Lentil Hotpot.

Most of the new range qualify for the Vegetarian Society symbol, so ethnic and vegetarian mothers will also be happy to include them on their shopping lists.

So, effectively, Heinz Savoury Specials mean there'll be more choice for more people.



**Once upon a Heinz.
Happy ever after.**

Milupa delivers



more sales



at all times.



Milupa outsells every other babyfood company in chemists.⁽¹⁾

That's because brand leader Milupa offers exactly what you and your customers want.

A wide variety of delicious, wholesome meals made entirely from top quality ingredients with no artificial colourings, flavourings or preservatives.

Milupa Infant Foods are clearly divided into Breakfasts, Dinners, Desserts



and Tea-time savouries to make merchandising easy and to ensure baby's mealtime routine fits in with the rest of the family's.

So it's no wonder Milupa delivers more sales. Time and time again.

milupa®

Milupa babyfoods. The one taste little experts agree on.

(1) Source: A.C. Nielsen, total babyfoods £ market share March - April 1990, total pharmacies (excl. Boots)

See your representative or ring our Sales Department on 081-573 9966. Milupa Ltd, Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 0NF.

Baby market at a glance

Check your progress with the help of Nielsen research

Disposable nappies are still the most important babycare item to pharmacies in terms of sales value. They are worth £411 per month to the average independent and £630 a month to the average multiple, according to Nielsen Marketing Research. And, although grocers still account for the lion's share with nearly 70 per cent, sterling sales grew 27 per cent through pharmacies in the year to June 1990.

Babymilks are the next most valuable sector, worth £149 a month to independents and £269 to multiples. According to figure 1, this is the only sector in which pharmacies are maintaining their lead over grocers.

Baby bath additives have shown the most growth of any of the products monitored here, with sales up 33 per cent in pharmacies in the year to June 1990.

TABLE 1. VALUE OF BABY BUSINESS TO PHARMACIES: STERLING SALES YEAR TO JUNE 90 (£MILLION)

	TOTAL PHARMACIES
BABY MILKS	20.3
INFANT DRINKS	4.5
BABY RUSKS	1.6
WET FOODS	8.9
DRY FOODS	5.9
INFANT CEREALS	3.6
STERILISING PRODUCTS	1.7
BABY BATH ADDITIVES	1.2
BABY WIPES	3.4
DISPOSABLE NAPPIES	48.8
TEETHING PREPARATIONS	2.9
NAPPY RASH TREATMENTS	4.9
MAY/JUNE 1990	

SOURCE: NIELSEN

FIGURE 1. BABY MARKETS BY RETAIL SECTOR (% OF VALUE SALES MAT TO JUNE 1990)

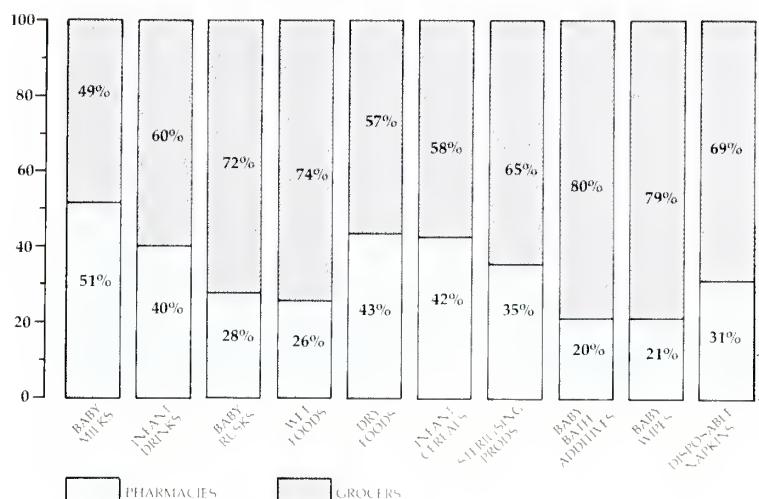


TABLE 2. VALUE OF BABY BUSINESS TO PHARMACIES: AVERAGE SALES PER STORE PER MONTH (£)

	MULTIPLE PHARMACIES	INDEPENDENT PHARMACIES
BABY MILKS	268.8	148.8
INFANT DRINKS	64.2	34.9
BABY RUSKS	23.6	10.9
WET FOODS	156.4	73.8
DRY FOODS	108.5	51.1
INFANT CEREALS	61.5	28.8
STERILISING PRODUCTS	24.6	11.3
BABY BATH ADDITIVES	21.7	7.9
BABY WIPES	52.2	27.6
DISPOSABLE NAPPIES	630.4	411.1
TEETHING PREPARATIONS	30.8	20.9
NAPPY RASH TREATMENTS	59.2	39.3
MAY/JUNE 1990		

SOURCE: NIELSEN

FIGURE 2. BABY MARKETS BUSINESS GROWTH IN PHARMACY



Source: Nielsen



ARE YOU ALERT TO OUR SUCCESS?

With our baby breakfast range, Robinsons are clear brand leaders among young babies.*

And significantly, research shows that mothers stay with the brand they first bought, and has the taste that babies like.

In order to build on this consumer loyalty, we're spending more than ever this year, telling mothers why Robinsons has "the taste of happiness".

So you can expect increased demand for Robinsons Baby Foods – and higher profits, too.



ROBINSONS
Baby Foods



THE TASTE OF SUCCESS

The most dynamic year

1 1990 has probably been the most dynamic year ever for innovation in the baby meals sector.

Cow & Gate have launched Olvarit, Farley's introduced Lunch and Tea Timers, Milupa new cheese Tea-time Savouries, Heinz 14 new Savoury Specials and Robinsons new cereals — all in the space of a few months.

The fight for sales and shelf space has made the market more assertive and there have been noticeable shifts in brand shares, according to Stephen Martin, Farley's group product manager. "The market has really hotted up," is how he describes this year's trends.

Swept up in this marketing frenzy, pharmacists are having to be more objective in the products they stock. Says Mr Martin: "I'm pleased to see that when rationalising their ranges, pharmacists are becoming more financially astute and are choosing those products and companies which deliver a good rate of sale, particularly with the threat from grocers on the horizon."

When allocating space for products, pharmacists should bear in mind that the babyfoods sector is likely to remain buoyant with the number of babies born each year steadily increasing, unlike other markets which depend on the declining numbers of teenagers, for example.

"For us it has been the most exciting year to date. We have performed well over our expectations in all product groups, particularly in pharmacies," Mr Martin continues. "The momentum from the launch of Lunch and Tea Timers has also spun off into other Farley brands".

In dry packet foods, Farley's have now overtaken Robinsons to become number two in the pharmacy sector next to brand leader Milupa. In May/June 1989 Farley's Breakfast Timers had 8 per cent of this sector, but the launch of the lunch and tea range had tripled this share a year later. This still leaves Milupa with 60 per cent of the dry foods market in pharmacies (compared with 65 per cent the previous year), and marketing



manager Sarah Collier says Milupa sales have grown five per cent in the past six months despite the competition.

The baby meals market is now showing full recovery from the jar contamination incidents in 1989. Milupa expect the total value to reach £98 million this year, an increase of 11 per cent. Volume growth is likely to be much less — around 2 per cent — due partly to inflation but also because the dry sector has grown more significantly than wet foods over the past year. In volume terms, four wet packs are equivalent to one dry.

Dry foods account for 41 per cent of the market compared with 35 per cent last year and in the pharmacy sector have overtaken sales of wet foods, say Milupa.

Industry estimates forecast a growth of 20 per cent next year in the total market. There are expected to be some 10,000 more live births than this year and the trend for mothers with young babies to return to work will increase the demand for tasty, nutritious meals that are easy to prepare.

While the split between pharmacies and grocers has remained fairly constant around 40:60 per cent over the past two years, there are signs that the pharmacy share is increasing slightly.

Milupa, who claim brand leadership in every mealtime in the dry sector, agree that

pharmacies should concentrate on giving shelf space to strong brands and point out it's no good offering a limited range. "Well stocked and well merchandised shelves are fundamental to achieving the best possible sales," says Sarah Collier. "Mums want variety for their babies to facilitate the progression to family meals. That is why Milupa offer over 30 varieties."

Consumer research has shown that mothers buy their babies' meals according to mealtime. Arranging first weaning foods and breakfasts on the top shelf, dinners in the middle and tea-time savouries and desserts underneath, with shelftalkers to clarify each segment, will enable mothers to identify easily which products are suitable for which mealtime. Making the buying process easier will mean more sales and profits, say Milupa.

They add that demand for savoury varieties continues to grow and this sector accounts for nearly half the market, compared with desserts which account for just under one third and breakfasts for nearly one-fifth.

Attitude survey

Mothers' attitudes to babyfeeding are more dependent on whether or not it is their first baby than which social category they fit into or where they live, according to independent

research commissioned by Farley's.

A qualitative study involving about 40 mothers of young babies found that first-timers were more conservative and more reliant on the pharmacist's advice; those who had had babies before were more self-assured and relaxed in their approach.

Another factor to emerge was how much those interviewed thought the marketplace had changed in the past couple of years; there was far more variety, quality and style in the products on sale and the market was becoming more fashion-orientated, they felt.

Crookes believe that, as "yuppies" become "yappies" (young affluent parents), mothers will trade up and be prepared to pay more for premium products.

When the mothers were asked how they perceived the various babyfood companies, Farley's had changed, with the introduction of Timers, from being trustworthy but slightly old-fashioned to becoming more innovative and stylish.

Crookes, who aim to capitalise on this image, are still aiming for a presence in wet foods and drinks. But no launch is imminent, insists Stephen Martin: "Before we launch anything we must be sure it outperforms other products on the market in terms of taste and quality".

Rusks revamp

Farley's rusks and Farex baby rice are being repackaged to update their image. The simplified, more modern packs use an illustrative rather than a photographic style, more in keeping with the Timers range. The backs are devoted to cross-promoting other Farley's baby foods, including Junior Milk. Consumer advertising for rusks will start next year.

Baby rice will never be a high volume line, says Stephen Martin, but it forms a vital link in the progression from milks to meals. Without this continuity, pharmacists could lose out on later sales of meals. Although pharmacists may not justify stocking all three major brands, they should at least select a good performer, he says.



Cow & Gate

Initial consumer reaction to Cow & Gate's Olvarit, launched in July, has been overwhelming, says senior product manager Neil Watkins. 'We were confident there existed a major opportunity for an added value range of baby meals that offered real benefits for higher prices, and we have been proved right'.

Particular success has been achieved in the pharmacy sector where sales of babyfood have been growing steadily. National television advertising lasts until the end of October, while sampling and Press advertising continue into 1991.

Robinsons

Colman's of Norwich have launched a selection pack of four varieties — banana cereal breakfast, beef casserole, egg custard dessert, and egg and tomato savoury tea-time treat. The packs carry a 10p off next purchase coupon (C&D, August 25).

Two new gluten-free breakfasts — banana cereal and orange cereal — have replaced banana and orange, and apple and blackberry cereals. The new products will be sampled through clinics.

The company says the Spikey collection scheme continues to be popular and attracts about 6,000 calls a week.

Heinz

Heinz, who are market leaders in baby meals overall, are introducing 14 new varieties to their Savoury Specials range (C&D, September 15, p438). Nine of the meals carry the Vegetarian Society's symbol, which guarantees the contents are free from animal products.

Some of the new varieties

are in cans, some in jars, and all are colour-coded for easy identification.

Blue label products are pureed, suitable for babies between three to nine months; pink label products contain soft lumps and are suitable for seven to 15 month olds who are learning to chew, while the green label products are intended for anyone between three to 15 months.

The new varieties are designed to help introduce family meals to the baby and include spaghetti hoops and sausage, chicken and

sweetcorn, and cottage potato and vegetable dinner.

There are also three new desserts — egg custard with apple is a variation of the best-selling egg custard, while two pure fruits — orchard fruit and Summer fruit — are being added to the range of green label desserts.

Heinz are supporting the launch with a £10 million marketing spend to include Press, television and radio advertising, direct mail, public relations and a sales promotion programme to encourage trial and repeat purchase.



Cheesy deals from Milupa

A "stock-up" incentive to mark the introduction of Milupa's two new cheesy Tea-time varieties, offers pharmacists the chance to claim a range of gifts, the top one being a weekend for two in Amsterdam.

Every transfer order placed with a Milupa representative and delivered in the last quarter of the year will be rewarded by points towards gifts with a cheesy theme, such as port and stilton, or hampers. Points may be collected across the entire range of Milupa products from baby milks to drinks, but must include the two new varieties savoury cheese and tomato, and cheese and spinach mornay.

The minimum to qualify for a prize will be 65 points which represents approximately 40 cases; the star prize of a weekend for two in Amsterdam in a top hotel requires 600 points. Points can be exchanged for prizes at any time up to January 31, 1991.

Pharmacists should contact Milupa representatives for further details or telephone 081-573 9966.

The launch is being backed with an extensive package of trade and consumer support, costing about £250,000 (C&D, October 6). POS includes giant display packs, showcards, shelftalkers, shelf wobblers and special offer leaflets containing 20p off coupons when both new cheese varieties are purchased.

A new advertising campaign promoting the Tea-time segment is aimed at paramedics (concentrating on the balanced nutrition aspects) as well as consumers. All consumer advertising carries a sample coupon to encourage trial and purchase.

A national "say cheese" photographic competition runs in the next *Mother & Baby* and there will be reader write-in offers with key mother and baby Press. Both new varieties will be available in products sachets and will be incorporated into Milupa's sample programme which sends over 7 million free products to mothers each year.

There will be price promotions through selected wholesalers and a window display competition for independent pharmacies in which all full displays win a bottle of champagne.

Milupa's trade sales team can offer help with merchandising. The company's merchandising plan, continually updated, shows how to place products on shelf to the best advantage.



CUPANOL. PERFECT FOR PHARMACISTS, PERFECT FOR LITTLE PAINS

SUGAR, COLOUR, ALCOHOL AND ANIMAL

FAT FREE CUPANOL already has a reputation for making children's little aches and pains better.

And, by introducing the following, we're now making things better for the pharmacist, too:

- A new 200ml Cupanal Over 6 – the ideal size for dispensing against prescriptions.
- Attractive, eye catching, new cartoning for 100ml & 200ml Cupanal Under 6 – for increased OTC sales.
- A new 1 litre bottle of Cupanal Under 6 – for dispensary use.
- Colour advertisements in Mother & Baby press, November through to March.

Stack up on Cupanal today, you'll find that both you and your customers will feel better for it.

CUPANOL

PARACETAMOL ORAL SUSPENSION

Under 6 has 120mg Paracetamol per 5ml.
Over 6 has 250mg Paracetamol per 5ml.

Cupal Ltd., Pharmaceutical Laboratories, Blackburn,
Lancs BB2 2DX Tel: 0254 580321 Fax: 0254 675028



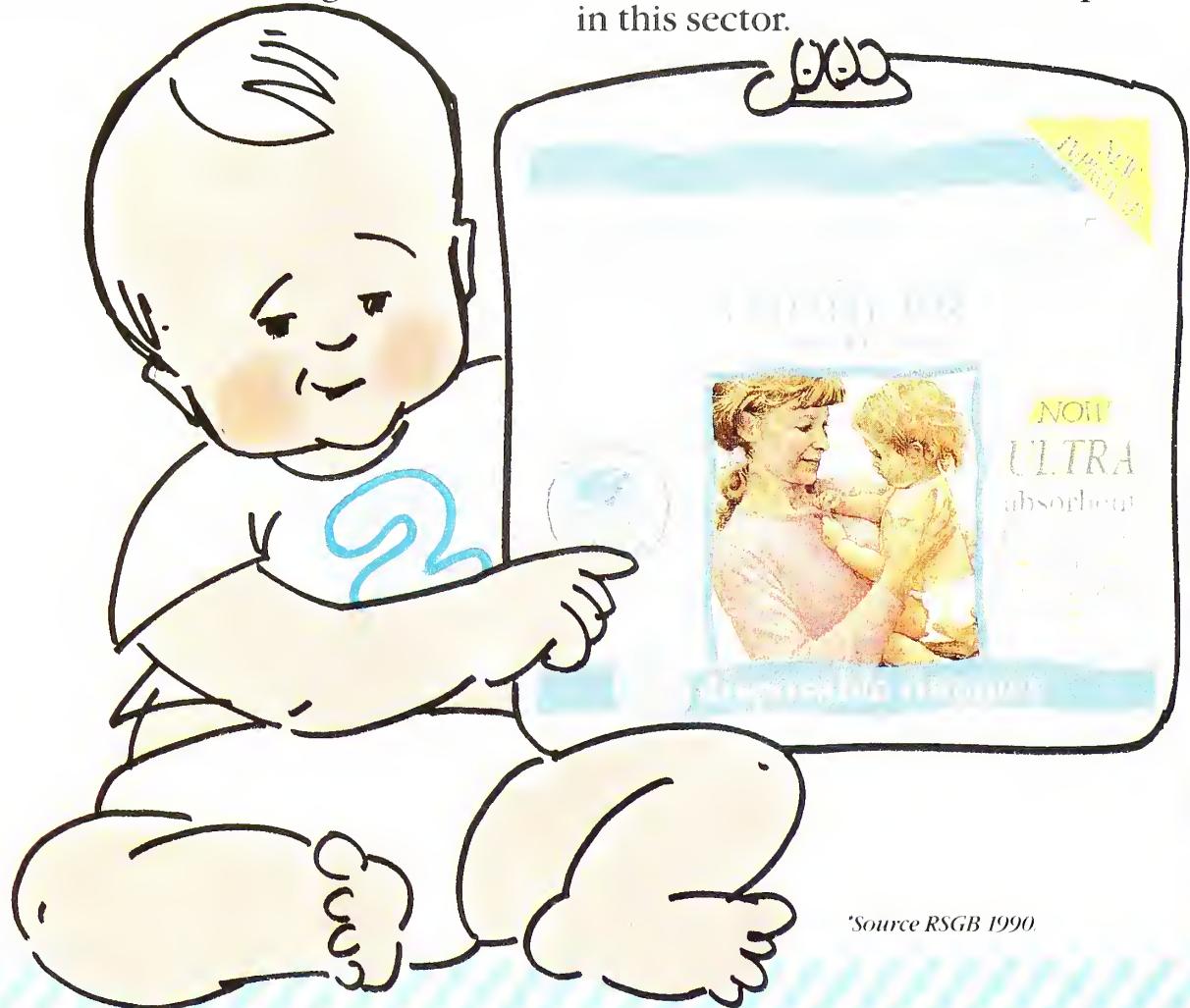
Mum doesn't understand why everyone doesn't stock Tendercare, now it's ultra absorbent.

Up until now she's only been able to buy nappies that are cheap, but don't work as well as the one's she can't afford. Now, I've told Mum that unless she buys Tendercare I'm going to keep her awake *all* night. Let's face it, now Tendercare nappies are longer and narrower between the legs I can't think of a better fitting, more comfortable economy nappy. The bits that really sold Mum on the idea of Tendercare though, were the

new Leak Resistant Waist Band and Ultra Absorbent Technology which are going to make her life easier!

Mum tells me that not everyone knows all this.

Well I'm changing that by appearing in magazines that Mums just like mine read. And that means Tendercare will not just be the most asked for brand of economy nappy, it'll increase its brand leadership* in this sector.



*Source RSGB 1990.

Do Mum, and yourself a favour. Stock...

TENDER CARE®

Well on the way to £100 million

Pharmacies are still the major outlets in a steadily growing market

The babymilks market is well on the way to reaching £100 million a year. Cow & Gate believe it could happen by the end of this year; Milupa suggest 1992 is more likely.

The growth, which this year is estimated at 10 per cent in value and 2 per cent in volume, looks likely to continue. Factors responsible include the increasing birthrate, the extended use of infant formulas up to seven to 12 months of age, the growing number of working mothers and the introduction of value-added ready-to-feed babymilks.

Pharmacies are still the major outlets. Cow & Gate say pharmacies account for 29 per cent of volume sales, grocers 24 per cent and clinics 29 per cent. The small shift of 1 per cent from clinics to grocers since the end of 1989 is not considered significant.

"Multiple grocers are becoming increasingly aware of the strategic importance of stocking a full range of babymilks to attract business from new mothers, and thereby pose an increasing threat to pharmacies," says senior product manager Judith Holloway, Cow & Gate. "It is important that the pharmacist maximises the opportunity to provide product information and personal service to mothers who often require guidance and reassurance when purchasing babymilks. It is here that the pharmacist has the competitive advantage."

Other companies stress the importance of the pharmacist's advisory role, particularly with first-time mothers, and warn against out-of-stock situations. Because mothers are particularly brand loyal regarding babymilks they will almost certainly shop elsewhere if their favourite brand or size is not available.

There is then the risk they may not return to the pharmacy for other foods as the baby gets older.

"And once a baby is settled on a particular brand, that's the brand mums will buy, from babymilks right through to baby foods and drinks," says Milupa babymilks marketing manager Paul Stuart-Kregor. For this reason it is a good idea to find out which brand local hospitals are using and make sure this is in stock.

Milupa predict that babymilk sales through pharmacies will grow over the next five years, particularly through outlets stocking both the whey-dominant and casein-dominant formulations produced by the four leading manufacturers. It is important to stock both the 450g and 900g sizes, the former often being regarded as a starter pack if and when the baby moves from a whey-based to a casein-based milk.

Leadership claims

Cow & Gate: Market leader in independent chemists with 44 per cent volume share (Independent Consumer Panel Q2).

Wyeth Nutrition: Leaders in the retail sector with a 45 per cent share in terms of expenditure (RSCB Baby Panel). SMA Gold is the most frequently used whey-based milk in the hospital sector with 48 per cent of the market (Medicare Hospital Audit June 1990).

Activity

Cow & Gate are spending £2 million to support their babymilks in 1990. Their retail sales executives, calling on pharmacies, are regularly updated with local market share data and shelf allocation plans for babymilks. These can be

tailored to meet the needs of individual pharmacies, helping to maximise stock turnover and profit.

Wyeth are backing the SMA range with a support sales initiative for health professionals and hospitals, with new antenatal material including a bottle-feeding video. The trade is receiving POS material, posters and information.

Farley's milks have had their best year since the mid-eighties, say Crookes Healthcare, who believe that range simplification and introducing tins has much to do with this. Because milks



Farley's: "A good year"



Cow & Gate update

Cow & Gate are introducing updated pack designs for their babymilk tins to increase impact on shelf.

"When we first introduced the current babymilks pack designs in the mid 80's, the consumer was looking for a clean, white pack with an unobtrusive design. This style identified our babymilks as pure, gentle and quality products. Now, brighter colours and bold designs are becoming a common feature of everyday life, and mothers seek more assertive packaging presentation", says Judith Holloway, senior product manager.

The enlarged Cow & Gate logo is a key feature of the new packs, as mothers seek the reassurance of a well-known manufacturer and brand name, she explains. The presentation and content of the information and instructions on the reverse of the packs have also been improved.



Dr Paul Stuart-Kregor, babymilks marketing manager with the Milupa range

are so demanding of shelf space, the company advises pharmacists to make sure they are stocking the major brands in their locality, even if they have to cut down on the smaller brands.

Milupa have just put the finishing touches to their five year plan, in which pharmacies figure strongly. The company has established a mechanism for pinpointing regional sales trends to provide pharmacists with local information relating to product selection.

To help with customer inquiries, Milupa have produced a "Babymilks Guide" for pharmacists to keep by the counter. This easy-to-follow reference card gives an overview of all the major brands and is introduced by Department of Health guidelines.

The pharmacy sales force is backed by a weekday telesales service, so that pharmacies not visited by representatives can still take advantage of Milupa's sales support. For pharmacy assistants there is a full colour newsletter, *Shop Talk*.

Milupa actively work alongside health visitors and midwives and have developed a series of educational items such as videos, exercise leaflets and obstetric calendars.

This month sees the launch of a new eight-page quarterly journal *Clinic Talk*, providing up-to-date scientific and educational information on nutritional matters and topics relating to Milupa's products. It will be distributed as an insert in *Health Visitor, Midwife and Community Nurse*. Pharmacists may obtain copies from the company.

A point being made when detailing Aptamil and Milumil to health professionals is that clinical

research has shown they give over 90 per cent contentment for bottle-fed babies. Dr Stuart-Kregor suggests one reason may be that the fat blend most closely resembles breast milk than any other brand so fat absorption is the most similar.

In a recent independent survey, 87 per cent of health visitors claimed to have some concerns about how mothers made up powder feeds and two-thirds of those health visitors were recommending ready-to-feed milks, say Wyeth Nutrition. The company believes the success of SMA RTF, which dominates this sector with a 92 per cent market share, has been due to its guarantee of consistency as well as its convenience. The 1 litre cartons introduced last year now account for almost half all SMA RTF sales.

Cow & Gate report that their sales of RTFs are

increasing steadily, despite a slow initial take-off.

"Retailers may have been disappointed with the initial rate of sale," says senior product manager Judith Holloway. "But it is important to remember that the babymilks market is very conservative. Mothers of young babies are cautious about trying anything different. Research has shown that awareness of the RTFs is high, but, as with the babymilks powders, mothers seek the reassurance of recommendation from family, friends, medical professionals or pharmacists.

"While we are prohibited from promoting this product direct to mothers (by the code of practice for marketing of infant formulas), we have been promoting this product through our medical sales force and advertising to health professionals for the last year, with a good response. We now have a core of regular users who purchase the product primarily for travelling and out of home occasions. With continued recommendation by the pharmacist and staff, health professionals, and from mother to mother, we expect to see sales gathering momentum".

Cow & Gate point out that it is important to merchandise the RTFs immediately next to, or directly above, the powders as mothers are unlikely to browse in the babymilks section because of strong loyalty to their chosen brand.

Follow-on milks

In a recent independent survey, over two-thirds of health visitors interviewed

agreed that cows' milk is not suitable for babies under one year of age, say Wyeth Nutrition. As more health professionals come round to this way of thinking, so the market will grow.

Wyeth have extended support for Progress with new advertising campaigns for both health professionals and consumers. A leaflet containing a money off coupon has been inserted into the Bounty box which reaches about 425,000 parents a year. An "under-lid" leaflet campaign contains a special offer of a child's height chart, available free with proofs of purchase. Other cans of Progress hold a leaflet with money-off coupon.

POS material with tear-off leaflets are also available for pharmacists explaining the role of Progress to mothers.

A new video, entitled "Focus on Weaning", is designed to be used by health professionals in antenatal and postnatal classes to help educate mothers. It gives tips on weaning and explains the important role that milk plays in the weaning diet as well as the nutritional benefits of follow up milks.

Crookes Healthcare's research also shows that more recommendations are coming from health visitors and that mothers are increasingly expecting to find follow on milks as part of the range of baby feeding products. Crookes believe that education of consumers and health professionals about the role of these milks forms an important part of promotion. Consumer offers such as the jigsaw game will continue for Junior Milk.

Tenth anniversary

1990 is an important landmark in Wysoy's history. Not only is the brand celebrating its tenth anniversary, but after ten years it still remains the most frequently prescribed and recommended soy infant formula available for babies with cow's milk intolerance. Wysoy currently holds a share of 66.6 per cent (IMS June 1990) in a market worth around £6m.

To celebrate, the Wysoy can has been completely redesigned. A statement in large print clearly identifies what Wysoy is and when it should be used. There are also well illustrated preparation instructions and feeding tips. Wyeth are backing the product with new advertising campaigns for the professional Press.



A child's height chart is available with Progress

The new MaM Nurser System. We've put in everything except milk



Inside the box of the MaM Nurser Deluxe Starter Set, a new mother will find almost all she needs to bottle feed her baby.

We've thought of everything. Two wide-necked bottles – easy to fill and clean.

A unique teat adaptor which holds any make of teat. (We've included two of our own silicone teats too, because we think they're the best).

There's a soft-bite training spout and handle attachment to take the nurser beyond the bottle-feeding stage. A leakproof sealing disc, and a cover which is also a cup.

The bottle even takes its own temperature with a unique sensor. It's the ultimate feeding bottle.

Ask your wholesaler about the new MaM Nurser System. It's everything customers want.



MAAM



Herbs hit the high spots

Granulated drinks are growing most



Granulated babydrinks are growing at the expense of all other sectors and now account for 27 per cent value share, say Robinsons. Juices account for 52 per cent but have fallen from a peak of 65 per cent two years ago, while syrups have shown the greatest decline and now account for only one-fifth of the market.

Robinsons are brand leaders overall, followed by Cow & Gate. In pharmacies, Cow & Gate are dominant, with Milupa number two.

Milupa say that pharmacists should take

advantage of the growing trend in herbal drinks and allocate space accordingly, with at least a third for the herbal varieties which enjoy consistently high sales throughout the year, not just in the Summer.

The success of herbal drinks can be attributed to three main factors, say Milupa — the increasing popularity of herbs, the low sugar content and the absence of artificial additives. In the year to May/June herbal drinks showed 22 per cent growth in pharmacies, which was nearly three times more than other baby drinks.

Milupa predict that the

total UK babydrinks market is likely to reach £22.5 million this year, an increase of 12 per cent over last year.

Robinsons believe their recent revamping of Delrosa (C&D, September 15, p436) addressed the needs of both consumer and trade. Its relaunch as a single variety of apple and orange with rosehip extract catered for mothers' demand for additive free, low sugar drinks, while the new bottles are easier for retailers to display.

Two new pure concentrated fruit juices — apple, and apple and cherry — complement the ready-to-serve range. Pharmacists are

the first to benefit from the new varieties, which will be launched to the rest of the trade later in the year.

Consumer advertising is planned for early next year in the mother and baby Press and there will be offers through the Spikey collection scheme. Sampling also plays a major part in support and 15p off coupons will also be sent out by direct mail.

Cow & Gate, who claim a brand share of 66 per cent through pharmacies, believe their recent entry into herbal drinks will drive this sector even further forward.

During November and December, one million bottles will feature an on-pack promotion of a "bath time family" of soft vinyl ducks, normally worth £4.49, for £0.99 plus postage and three proofs of purchase.

An advertising, direct mail and sampling programme is also well underway. Cow & Gate's advice to retailers is to position their new herbal drinks within the herbal section. Placing babydrinks at eye level can increase sales as they are often impulse purchases, particularly in a ready-to-drink format.

Smithkline Beecham Drinks say that Baby Ribena is the fastest-growing brand in the concentrate sector. The past year has seen exceptional growth of 34 per cent, outperforming the sector and increasing the brand's sterling share to 34 per cent.

For 1990-91 Milupa are investing heavily in herbal drinks with their highest ever promotional spend of over £500,000. Throughout the year the drinks have been advertised in the specialist baby Press, some consumer magazines, the Bounty Baby Annuals and the Mother-to-be Book. The spend on sampling has doubled.

Stock up on Bickiepegs. There's a whole new generation waiting open mouthed.

Bickiepegs



The Natural Leader in Herbal Baby Drinks.

No. 1 Brand in Herbal Baby Drinks.

The market for herbal baby drinks is growing rapidly. As the established manufacturer in this field, Milupa are No. 1 in the market and the No. 1 Baby Drink brand overall in chemists when sales are converted into made up 100ml servings.*

Respected and Trusted.

It's a position we've attained because both mothers and babies alike have come to trust and love Milupa's Herbal Baby Drinks. Health Visitor recommendation in particular has increased demand for the range.

A Natural Success.

There is Fennel, Camomile, Herbal Blend and Hibiscus & Rosehip. Soothing and thirst quenching, Milupa Herbal Baby Drinks contain only natural ingredients. They are simply a blend of dextrose (glucose) and natural herbal extracts. They contain no artificial colourings, flavourings or preservatives. What is more, they are lower in sugar than most other baby drinks.

Economical to Use.

Milupa Herbal Baby Drinks are conveniently packaged in stay-fresh resealable 200g and 90g tubs. Granulated for easy mixing and to enable mums to mix as little or as much as baby needs, they are very economical too.

Healthy Sales in Chemists.

As a result of consumer loyalty and rapid growth, Milupa sales now account for almost one quarter of all baby drinks sales in the chemist.* And with constant advertising, sampling and promotions our sales can only increase. So make sure you stock Milupa Herbal Baby Drinks, the natural way to watch your sales grow.

milupa®

Milupa Herbal Baby Drinks.
The natural answer for
thirsty little experts.



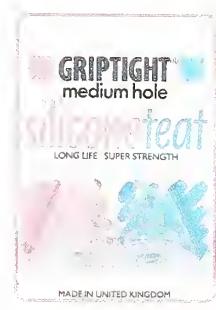
See your Milupa representative or ring Milupa Sales Department on 081-573 9966.

Milupa Ltd., Milupa House, Uxbridge Road, Hillingdon, Middlesex, UB10 0NE.

*Independent Research Data 1989



Designer Bottle –
250ml



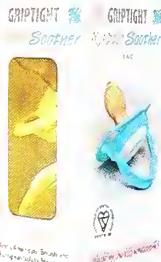
Silicone Teat –
Twin Pack



Silicone
Nipple Shields



Rattle Soother



Rattle Soother
Twin Pack



Nipple Cream



Safety Soother



Duck Cooling
Teether



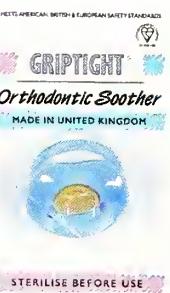
Freelo 250ml
Bottle



Breast Pump



Sof' Soother



Orthodontic
Soother



Designer
Collection –
3 Baby Feeders



Hushmaster
Rubber Soother



Rattle Soother



Clean & Carry
Capsule

THE RANGE.

Quite simply the biggest. It's the range the market is looking for. It's the style that packs in the appeal, and the packaging that demands to be seen – and bought!

THE QUALITY.

Griptight brings you the selling power of the British Standards kite mark on most of our soothers too! A standard of quality which carries over into all our other products.

THE SUPPORT.

With national advertising, PR, and big sponsorship promotions, Griptight is the brand whole generations know – and prefer. So make Griptight the brand you stock and display.

GRIPSTIGHT®
It's always been the best you can buy!

Nappy market up in pharmacies

Pharmacies (excluding Boots), grocers and drug stores accounted for about £181.5m (Nielsen) of the estimated £371m nappy market in the 12 months to June, representing a 13 per cent year on year growth. This is slower than in previous years, according to the Disposable Nappy Manufacturers Association. Nielsen say the main growth area has been the chemist sector, up 26 per cent compared to 9 per cent growth in grocers and drug stores.



In volume terms, the number of nappies sold in pharmacies rose 15 per cent, whereas there was a 4 per cent decline in grocers. The market split remains in favour of grocers at 48 per cent compared to 40 per cent in chemists and drug stores.

Pharmacies are winning the price war, however. This year they have embarked on a competitive pricing strategy, and disposable nappies in these outlets are now less expensive than in grocers, say Nielsen.

The principal brand driving the change — and

stores. They put these outlets' share of the market at 46 per cent and rising. They feel that mothers are more confident when buying from a pharmacist because they can seek help and advice when needed.

The company says that sales of its newborn nappies have recently doubled, because, unlike many others,

Togs are unisex. It continues to support the brand through the usual channels — advertising, sampling, money-off coupons, and, last month, a maildrop to six million households.

Peaudouce launched Ultra T nappies earlier this year, hailing them as unique in technology, design and performance. Ultra T is



already enjoying steady growth and an increasing rate of sale, the company reports. They feel that this latest development will restimulate market growth and set new standards for the 90s.

The company has recently started a tele-sales department for pharmacists to place orders or discuss promotions, (tel. 0952 683224/26/27). It also points out the advantage to the pharmacist of the unique four-fold nappies taking up less space on shelf.

Promotion of the brand continues with sampling and a new television commercial for the Autumn campaign. A revised edition of "You and your rights", a guide to maternity benefits and payments, has been distributed to consumers and health professionals. Free copies are available from Peaudouce.

Economy sector

Blue Ridge Care say their Tendercare nappies cater for the economy sector of the market — for mums who want the reassurance of a brand name but cannot afford premium brand prices. However, their research showed that the most important features to consumers are absorbency and a good fit. The company felt that the economy sector had stagnated, and was not measuring up to the performance of the premium brands.

In order to provide this, Blue Ridge Care relaunch their range this month with ultra absorbent nappies, which they say are the first in the sector. They have changed the shape, narrowed the bulk between the legs, and included a leak resistant waist. Their research has shown the nappy is much better than any other in its class, and is "significantly" preferred.

Blue Ridge Care feel that there is a market for economy brands — the sector has an 11 per cent share of the market (own brand holds 23 per cent). And despite a 6 per cent price rise, they are aiming to build on their 16 per cent share with the relaunch.

The range is less common in pharmacies than grocers, because its distribution is mainly through cash and carry. It is also available through Numark and some independent wholesalers. Blue Ridge Care feel that the compact range — four sizes — makes the brand ideal for independent chemists.

Innovations grow baby wipes market

Baby wipes are the fastest growing sector of the baby toiletries market — up 24 per cent in volume and 31 per cent in value in the first six months of 1990 and, at £32.5m, accounting for 19 per cent of the market (Scott). This growth is expected to continue, and the main reason cited is innovation.



Scott's Baby Fresh range is the brand leader in the baby wipes sector — it grew 36.2 per cent in value and 32.1 per cent in volume from January to June.

General manager Joe Turner says: "Baby Fresh is ahead of the competition because it has consistently anticipated the preferences of the mother." The company has led developments in the presentation and packaging of wipes; they were the first to adopt a tub format, and last year launched the innovative Z-folded wipe.

Scott predict that the market will continue to grow "dramatically" for the foreseeable future. In addition to the rising birthrate, the convenience factor, and an increase in primary and secondary usage, Scott say the willingness of manufacturers to accommodate consumer needs with innovations will ensure this.

The company says it is constantly researching the market and implementing new developments, to ensure that Baby Fresh retains its position in the market.

Nice-Pak International, manufacturers of the Pudgies range, have been forward-

looking with their relaunch as Pudgies natural (*Counterpoints*, September 15). This is the first "green" product on the market — it is the first baby wipe pre-moistened with natural ingredients, says the company. The wipes are also non-animal tested, produced from non-chlorine bleached pulp, biodegradable, and come in recyclable containers.

The company believes that consumers see this as the next step in the market, but will not be marketing the brand on this alone. UK sales manager Denis Oxlee says: "At the end of the day, no matter how environmentally friendly the product is, it won't sell if it is not efficient."

So in keeping with market trends, Nice-Pak have introduced a flat pack. It contains 84 quilted wipes which are 29 per cent bigger and Z-folded. The rest of the range consists of canisters of 80 and 150 extra thick wipes. The travel pack has been discontinued because the plastic outer was not recyclable. An alternative is in development.

Fragrance out?

Pudgies natural has a light rose fragrance. Nice-Pak's

original range had a fragrance-free variant, which they say was the first available in the mass market. Fragrance-free wipes are proving to be extremely popular. Mr Oxlee says: "It was a bold step to stop making a fragrance-free product — we had a 40 per cent share of the sector. But we wouldn't have done it unless we were sure Pudgies natural would sell. The fragrance-free consumer is the natural consumer."

Currently at number three position below Baby Fresh and Baby Wet Ones after less than two years on the market, Nice-Pak are so confident that they can improve on their 7 per cent share, that they have invested £4m in a new factory in Wales. They see Europe as presenting a huge opportunity.

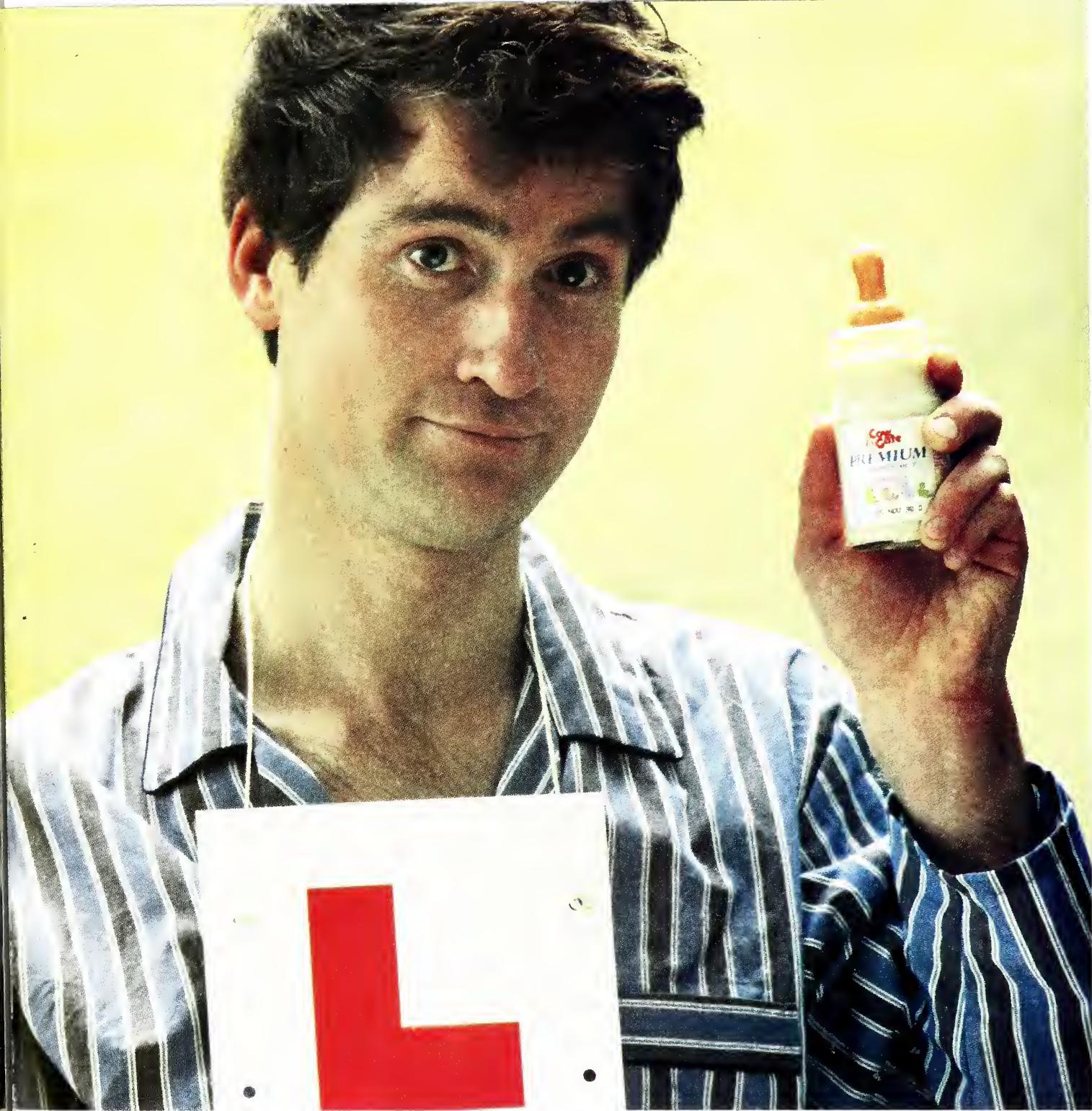
Nice-Pak forecast a 25 per cent year on year growth over the next two years, creating a £50m market by 1992.

The company says that independent chemists have been very slow to pick up on Pudgies. "The use of Pudgie bear created interest and we achieved major distribution in multiples, but not much in independents. Our problem was finding the right vehicle," says Mr Oxlee. They approached Unichem, who launched a special offer deal for pharmacists last month. Vestric and CBS now also stock the range.

Pudgies are on television for the first time next year, as part of a £1m spend on various promotional activities. The first burst breaks on TV-am in January 1991, and the second in May.

Other new products in the baby wipes sector include teddy bear wipes (80 £1.79) launched by Lewis Woolf Griptight (*Counterpoints*, October 6). Robinson Healthcare relaunched their wipes under the Robinson name, and are confident that they will become the dominant brand in the "still growing" UK thin wipes market.

The wipes now come in a tub, and the fragrance has been improved. They are now alcohol- and lanolin-free, making the product more natural, say Robinson.



Ready-to-Feed babymilks. Perfect for the inexperienced mother.

There are times when a mother is unable to bottle feed her baby and has to rely on someone who's not quite such an expert.

For these occasions Cow & Gate Ready-to-Feed baby milk is perfect.

Available in Premium and Plus, it comes already prepared in the bottle. Just add a sterilised teat and locking ring* and it's ready to use.

So when it's dad's turn to bottle feed the baby, mum knows she can leave it to him and not have to worry.

And Ready-to-Feed can make life easier for mum too.

If she's out shopping, or away on holiday, it's the ideal solution.

There are two sizes: 100ml and 200ml, making it suitable for feeding from birth to weaning and beyond.

So when mums (or dads) come and ask you what's the simple answer to bottle feeding, recommend Cow & Gate Ready-to-Feed.

For more information contact: Cow & Gate Ltd, Trowbridge, Wilt's BA14 8YX. The Babyfeeding Specialists.



STERILISED TEAT AND LOCKING RING NOT SUPPLIED Breastmilk is the best food for babies. The purpose of infant milk formula is to replace or supplement breastmilk when a mother cannot, or chooses not to breastfeed. The cost of infant milk formula should be considered, and medical advice taken, before deciding how to feed a baby.

Pharmacists can encourage breast-feeding by stocking various gadgets reputed to help nursing mothers. But how essential are these items?

Everything but the breast

Breast pumps, once regarded as semi-clinical devices to be buried away in a dispensary drawer, have gone consumer-orientated. Their bright, modern packaging is now designed for open display and self-selection alongside other baby feeding requisites.

Other design improvements have made the products easier and more hygienic to use. And increased marketing activity means increased awareness among mothers that these products exist.

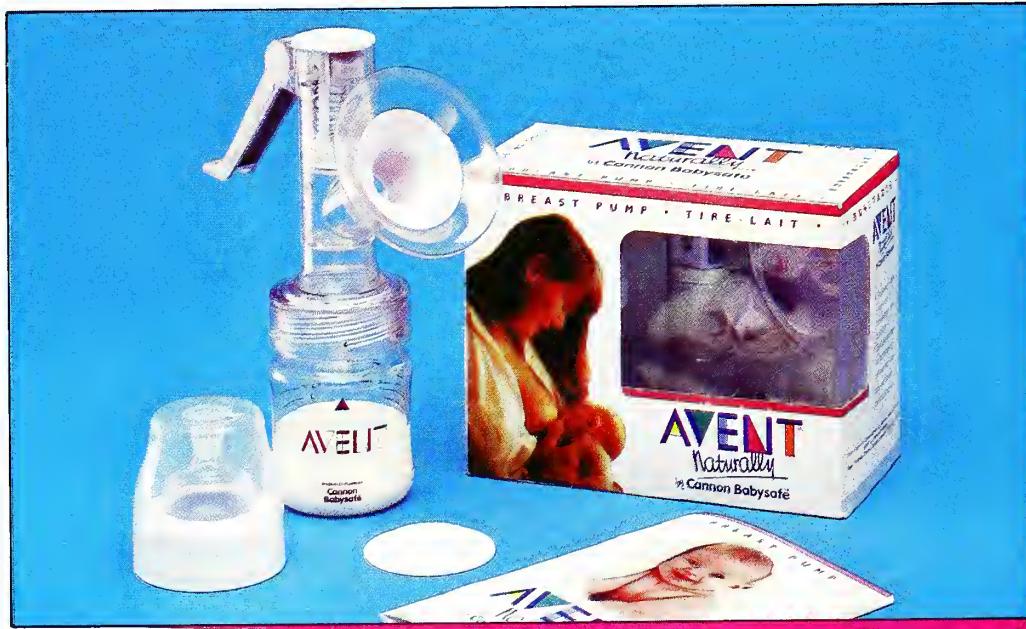
Based on suction, some use a piston — as in the Mam system — while others such as Avent have triggers. The earlier models with bulbs had the disadvantage that the milk ran back into the bulb which was difficult to clean. The expressed milk usually passes into a container which doubles as a feeding bottle when a teat is attached. This enables gallant fathers to "breast feed" in the middle of the night and allows working mothers to leave their own milk for someone else to give during the day. Breast pumps are also used to relieve engorgement by mothers who produce too much milk.

Expressed milk must be stored immediately in the fridge where it will keep for 24 hours. It will also keep in a refrigerator freezer compartment for up to two weeks and in a non-defrosting freezer for up to four months, although there is some debate as to whether this might destroy some useful components.

The cup of the Mam system is angled so that the breast is in the position in which a baby feeds. This allows the mother to adopt a relaxed, natural position rather than tilting downwards towards the pump.

The Avent single-handed breast pump enables the mother to hold her baby in her spare hand to encourage milk flow.

The Freflo breast pump is the latest product in the



Griptight range to be repackaged. It comes in a tamper-proof pack which allows the customer to see the product without having to open the box.

In spite of these product improvements, the National Childbirth Trust's view is that mothers do not need any hardware to breast feed. They believe that electric breast pumps have a place if the baby is born prematurely, and the NCT runs a pump rental scheme in conjunction with other breast-feeding organisations.

"We are finding that mothers regard breast pumps as necessary, even before the baby is born", says Jill Aitken, deputy chairman, NCT's breastfeeding promotion group. "We tend to advise that pumps may be useful but mothers may be able to hand express instead." Hand expression also cuts out the need to sterilise all the breast pump components before use.

Towards the end of pregnancy and during nursing, mothers may experience milk leakage, an uncomfortable and potentially embarrassing problem which can be helped by using breast pads. These are designed to tuck discreetly into the bra and are easily disposed of after use.

Robinson Healthcare

recently launched shaped pads using soft new materials which have no hard edges and do not "rustle". The flesh-coloured pads have a one-way material which is worn next to the skin, a high absorbency filling and moisture-proof membrane. The outer material has been designed to grip the inside of the bra and the shaped contours avoid embarrassing bulges.

In addition to the shaped pads, Robinson are retaining their traditional square pads as they believe there will always be a market for a more economical alternative. The packaging, however, has been updated in a lilac colour.

Pur washable nursing pads have been designed for comfort as well as the protection of clothes. This is extremely important, say Jackel International, as the cries of the newborn baby alone stimulate the involuntary flow of milk from the mother.

They are machine washable for economy, thereby avoiding the multiple purchase of disposable pads. The outer layer is made from "stay dry" textured olefin, the centre layer of 60 per cent polyester and 40 per cent rayon is super absorbent, while the inner layer is a 100 per cent cotton facing for comfort and softness.

They are sold in packs of four (£1.99)

Breast shells also prevent accidental milk leakage onto clothes and, by exerting gentle pressure, are said to ease the discomfort of engorgement. At one time they were used to collect milk for the baby but this practice is now discouraged for hygienic reasons and because prolonged contact with moisture can aggravate sore nipples.

Breast shells are usually recommended for correcting flat or inverted nipples, but Ms Aitken says there is still some doubt as to whether this claim is always justified. A multicentre trial based at the National Epidemiology Centre in Oxford is currently comparing breast shells with nipple exercises or nothing at all, to see which is the most effective, and the results are expected early next year.

Nipple soreness is a common problem during the early weeks of feeding. Washing the nipples with plain clean water, not soap, and drying them thoroughly is recommended; the skin is liable to crack if left moist. Breast pads should be changed frequently and the nipples left exposed to the air whenever possible. Nipple creams may be useful and breast shells can protect against abrasive clothing, but

**With Farley's new Lunch Timers and Tea Timers,
you're not the only one who'll clean up.**



A healthy outlook

At least 90 per cent of mothers use bottles

the shells must be kept scrupulously clean to avoid infecting damaged skin.

Nipple shields are recommended to protect sore nipples during feeding. Those made from silicone have the advantages of being clear as well as odourless and colourless so are less daunting to the baby than some earlier products. It has been suggested that, as milk production depends on skin stimulation by the baby, nipple shields should not be used for long periods. But manufacturers believe the softness and flexibility of the latest materials is unlikely to dull the suckling sensation.

The shields should be sterilised immediately before use and washed with warm soapy water afterwards.

Again, the last word goes to Ms Aitken, who says sore nipples are mostly caused by the mother holding her baby in the wrong position when feeding. 'If she can correct this position, she won't need a nipple shield. And if she maintains the wrong position

she is still likely to suffer from sore nipples even if she uses a shield,' she says.

By explaining the use of breast feeding equipment to the health professionals involved in ante-natal care, manufacturers believe they are doing pharmacists a favour in encouraging sales. But Ms Aitken cautions against 'overmarketing' which persuades pregnant women to buy gadgets they may never need.

Pharmacists can help, she suggests, by advising mothers having problems or feeling discouraged about breastfeeding to contact their midwife or health visitor or one of the voluntary breastfeeding organisations whose advice is available outside normal business hours. The NCT, for example, has some 400 branches in the UK, with local contacts listed in the telephone directory. Counselling is also offered by the Association of Breastfeeding Mothers and La Leche League of Great Britain (071-242 1278).

Cannon Babysafe estimate the baby feeding equipment and sterilising market to be worth about £20 million retail per annum, with bottles, teats and soothers accounting for £12 million of this figure. With the steady increase in birth rate predicted to continue into the mid 90s, the market potential for baby feeding equipment is looking healthy.

Research has revealed that nearly 70 per cent of new mothers purchase bottles, teats and a sterilising kit *prior* to the birth, illustrating the importance of ante-natal promotion, advice and advertising. Each year, first-time mothers represent 42 per cent of the total market — an important ever-changing audience.

The fact that at least 90 per cent of mothers use bottles and teats at some time has ensured the continuing strength of the bottle market, say Cannon, and Department of Health figures on breastfeeding patterns confirm this trend. Almost two-thirds of women are breastfeeding at birth but only one quarter are still doing so at four months. With 44 per cent of breast pump purchases made by ABC1 women, this appears to be the group that continues to breastfeed longer.

The inclination towards breastfeeding looks set to continue, so manufacturers need to recognise the importance of making a total offer to the consumer, say Cannon. Breastcare products and pumps are a growth area, with a larger proportion of purchasing taking place during the ante-natal period (see previous article).

The pressure to breastfeed is not however, having any impact on bottles and teat sales, the company adds. One reason is that the average age of first-time mothers has increased in recent years from 24 to 27, with more working full or part-time. Their lifestyle means they need a means of expressing, storing and feeding breastmilk to their babies. And however confident mothers may be about breastfeeding, many go on to experience difficulties.

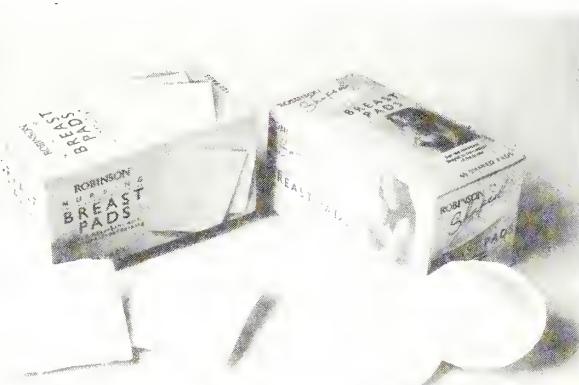
Other market sectors destined for growth are printed bottles, which offer an opportunity for gift and impulse purchasing, and steam sterilising. The latter has seen a rapid increase in popularity as its benefits over chemical sterilisation have been recognised.

Cannon Babysafe believe that as consumers become more discerning in their purchasing habits and increasingly hungry for information, manufacturers and retailers alike must capitalise on the opportunities this presents. The consumer, they say, is looking for well designed, high-quality, ethical products, backed up by a reliable source of advice.

A tighter grip

Lewis Woolf Griptight aim to strengthen further their position in the market with new product introductions and range extensions, supported by a consumer advertising and promotional campaign.

Mike Jackson, Griptight's sales and marketing director comments, 'Griptight currently have a 70 per cent

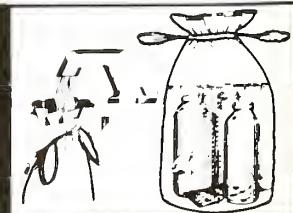


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Conveniently packaged for holidays and travel. Bottles and utensils sterilised efficiently, eliminating the need to transport bulky, rigid containers.

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MedisedTM
Soothing pain relief

Gently reduces temperature
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...LOTS MORE SALES

share of the soother market, which is estimated at £12 million retail, a 32 per cent share of the £4m retail value bottle market and a 20 per cent of the teat market also worth around £4m."

"Pharmacists should take advantage of the fact that the babycare market is one of the few sectors to be unaffected by the current economic climate."

Griftight are launching a new concept in baby equipment — the Potette foldaway potty developed by NPD specialists, Thank Heavens. It will be available early November.

The Potette, which is used with absorbent disposable potty pouches, makes potty training more convenient and hygienic.

Made from high quality plastic, the Potette is the same size in use as a conventional child's potty but it folds to a third of its size, making it convenient for travelling.

The potty pouches have an absorbent liner inside an



A foldaway potty

odour neutralising "double-tie" bag, whose air-tight seal allows disposal at any convenient time.

The Potette will be packaged with ten potty pouches (£6.99) and refill packs of 30 pouches will be available (£3.50).

Other recent introductions are the Sof' Soother and Teddy Bear wipes (see **Counterpoints** October 6).

Lewis Woolf Griftight are currently running a campaign worth over £250,000. Advertisements run until March 1991 in the major mother and baby monthly and annual consumer publications.

A value added promotion until November 30, offers two free party spoons with any of the 125ml and 250ml range of Freflo feeding bottles.

And Griftight are offering community pharmacists the opportunity to purchase six twin pack rattle soothers for the price of five, until December 31.

Premium plastics

Curver Consumer Products say that the babyware market was worth £3.8 million in 1989 and is growing at 6 per cent. According to the General Household Survey, there is a trend towards smaller families, which Curver believe has resulted in a growing affluence among parents, encouraging them to buy premium quality products.

Their research has shown that the majority of our babyware sales are impulse purchases by mums before their baby is born.

Curver's baby products co-ordinate across the range in three colours.

The range includes toilet training seats — their best selling baby product — potties, baby bath, nappy pails and babycare boxes.

Maws progress

Addis, who recently acquired the Maws brand, say: "While we are still very much in a takeover period we are continuing to review and develop the brand, researching new and existing product areas." Maws are promoting heavily.



Jackel carry on designing

"There is absolutely no reason why a functional item should not be attractive," says Richard Bowen, sales and marketing director at Jackel International, who continue making this point with the new products they develop.

Those launched at Chemex last month (see **Chemex Preview**, September 1) include: a range of clear polymer tableware for babies, launched into the Pur range, that can be microwaved, steam-sterilised, boiled or frozen; a steam steriliser, launched under the Tommee Tippee label; the baby changing bag (re-introduced) in green and white striped polycotton, with detachable PVC changing mat and waterproof pockets; Walt Disney bedtime pal hot water bottles in Minnie, Mickey and



Good year for Mam

Mam (UK) Ltd's first year has been extremely successful, says marketing director Stephen Wooller.

"Our products have been well supported by the pharmacy trade," he says, and heavyweight consumer advertising together with promotion to health visitors and midwives have also given the range a boost.

The latest addition is the Ulti-Mam soother (illustrated above) which was previewed at Chemex and will be available to the trade in January 1991. It shares the orthodontic features of the existing Mam soothers but has additional benefits. The shield is slightly larger for extra safety and the edge is curved for greater comfort. As well as the 14 ventilation holes to allow air on the face, the shield is dimpled on the inner surface to improve air circulation even further and help prevent soreness caused by trapped saliva.

Mam in Austria have invested in five-colour printing machines to enable more adventurous designs to be printed on the button front. The Ulti-Mam will be packed in pairs in clear plastic hinged boxes which may be displayed in a POS skillet of 12 packs or hung using the Euro-hole. The pack also forms a hygienic carrying case. The retail price will be around £5.20 a pair.

In response to requests for the training/drinking spouts of the Mam nurser system to be sold separately, the company is introducing a pack of two spouts (£1.75) which will fit virtually all standard bottles in the UK.



Donald designs, and a Tommee Tippee height chart.

Other Chemex launches are nine new lines in the Topsy Tippee range of hair accessories, cooling and rattle teethers, sausage dog and giraffe Squeakee Squeeze vinyls, a weekday bib set based on the rhyme "Monday's child", leapfrog feeders, and 125ml designer bottles featuring cars, hot air balloons and trains. Three new designs of the Tommee Tippee bottle and bib pack range — Andy Pandy, skipping bunnies and sailors — have been launched, and the Pur range now includes a designer bottle. Jackel say their design "statement" for 1990 has been bibs; they have launched over 20 new designs.

Marketing manager Nick Cooke advises pharmacists to keep babycare ranges as attractive and eye-catching as possible, providing a



comprehensive range of brand leading products in customised merchandise units where possible. With the aid of a computerised planogram system, each Tommee Tippee package is tailor-made for pharmacists individually.

Jackel's national accounts sales manager Ian Duncan, stresses the need for "thematic" linking or "chain of association" displays, for example the designer bottles next to powdered baby milks, and boxed plates and cups next to baby foods. Jackel's sales representatives are trained in point of sale techniques and can advise pharmacists as to the most cost-effective ways of displaying baby products.

Cow & Gate Olvarit is going to be a great success. We have it in writing.

"I think they smell delicious and look good enough to eat myself. Well done!"

Mrs. A. B., Doncaster.

"I find Olvarit so much like homemade food, my 10-month-old son really enjoys them."

Mrs. L. G., Bexley.

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Mrs. A. S., Barking.

"My son is already having Olvarit babymeals Stage 2 and he thinks they are delicious."

J. R., Cardiff.

"Congratulations on Olvarit. It's fantastic – at last a babyfood that looks and tastes like homemade."

Mrs. K. F., Colne.

"Well, my son certainly enjoyed it and so did I – the taste was just like home-cooking."

Mrs. G. G., Sale.

With our major TV campaign now on air, shouldn't you write for more information? Cow & Gate Ltd., Trowbridge, Wilts. BA14 8YX.



Cannon boost

Sales of Cannon Babysafe and Avent products in the first half of 1990 were 45 per cent up on the comparable period last year, with substantial increases recorded across all retail outlets. The grocery sector, which has had only a negligible share of feeding equipment in recent years, represented a much healthier 12 per cent (value) share by the end of 1989.

Cannon's growth in sales says general manager, John Morris, is the result of a revitalised marketing programme. "We are now going on to support this growth with the addition of new products to both ranges and a much increased level of advertising and PR".

New advertising for Avent moves away from product-based "explanatory" advertisements to become more sophisticated and creative, Mr Morris explains. "Now that the products are recognised, understood and popular, we can promote an image of Avent as the premium range for modern active mothers." The advertisements, which feature real parents and their babies rather than models, will run in baby publications.

The Avent single-handed breast pump is currently being relaunched in a smaller pack to facilitate display at eye level. The previous 9oz bottle attachment which made for a bulkier pack, has been reduced to a handier 4oz size. The retail price remains the same at £14.95.

Cannon are introducing two new "value" soothers — the safety soother (£0.49), and the orthodontic (£0.59). Trade prices are £6.84 and £8.21 respectively for packs of 24 on display cards.

The new Cannon Babysafe Designs training cup, launched at the Cologne Baby Fair, features assorted colour tops, a contrasting colour teddy bear motif and is transparent (£1.99; trade, 10 for £11.50).

The Cannon Babysafe Merry-go-Ring aims to encourage difficult feeders to concentrate but, after thorough testing with numerous babies, is seen by Cannon as a potential fun product for the baby feeding market generally. Originally the idea of an Essex mother, the rings feature colourful designs on laminated card which fit over any size and shape of feeding bottle. Merry-go-Rings are to be sold in euro-slot packs of two (£0.99; trade, 10 for £5.70).

PRODUCTS



1. Medicines Analgesics

Sterling Health reformulated Panadol elixir and relaunched it as Panadol baby and infant in April; the company says the market for children's analgesics is worth £14.2m, and experiencing 29 per cent year on year growth. In addition to a rising birthrate and the trend towards self-medication, the company feels that an increase in OTC recommendations by budget-conscious GPs will continue to grow the market.

Support for Panadol baby and infant includes a counter display unit available from representatives until the end of this month. Both children's products will be backed by a full support programme next year, including an advertising campaign in the mother and baby Press running for 12 months until September 1991.

Reckitt & Colman say that independent pharmacies have a 66.1 per cent volume share and 73.5 per cent value share of the market for junior analgesics. Their Junior Disprol brand is the number two brand in the sector with a 15.6 per cent volume share, compared to the 73.8 per cent share held by Calpol.

The company has supported Junior Disprol with a £300,000 advertising campaign this year in the mother and baby Press. Display material is regularly available from representatives, especially during Winter, the key time to display.

Vitamins

Seven Seas say that last Winter sales of Minadex

reached record levels — a 33 per cent volume growth in November/December over the same period in 1988, and up 20 per cent across the year. They attribute this, in part, to the introduction of their multivitamin syrup and chewable vitamin products, and to an additional £150,000 promotional spend in December and January.

The children's sector of the vitamin and mineral supplements market is worth £12.8m, and Minadex holds a 15.3 per cent share of the birth to five section.

Abidec drops now have an 81 per cent share of the children's multivitamin drops market, showing an 18 per cent growth this year, say Warner-Lambert. They plan continued support for Abidec in 1991.

The company believes that Abidec, which contains no artificial colourings, flavourings or preservatives, is the "greenest" of all the major products in the market. A survey showed that 85 per cent of parents would "definitely" prefer to give their child a vitamin product without additives, and 10 per cent were "very likely" to.

Pharmacies were the preferred source of vitamin drops, with 44 per cent of parents opting to buy there, and 5 per cent going to a grocer.

Reckitt & Colman have added a sugar-free multivitamin liquid for children aged six months to five years to their Haliborange range (Counterpoints, October 6).

The company says that Haliborange multivitamin liquid was developed as a result of the 1988 report recommending vitamin supplementation in this group.

Decongestants

Crookes' Karvol went from P to GSL rather quietly on July 28. The company felt that a big announcement was not warranted because there was no major change to the formulation — one pine oil was replaced with another, and the level of chlorbutol was reduced. Karvol's



efficacy is not altered, say Crookes.

Karvol brand manager Andrew Portsmouth stipulates that Crookes are not looking to expand their sales base out of pharmacy. Around 80 per cent of all children's decongestants sold are through pharmacies, even though all the other paediatric products on the market are CSLs. He also points out that prior to 1978, Karvol itself was in that category.

So why the change? Mr Portsmouth says: "Karvol can now be on open display, a plus for the brand and for the trade. It makes the brand far more able to compete. It also makes talking to consumers easier, because we can now

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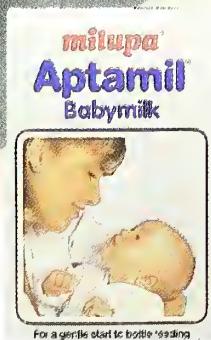


Breast milk

The very best start for baby. Easily digested and full of nutrition and natural protective properties.

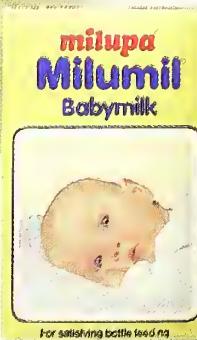
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Breast milk is the very best start for a baby. Unfortunately you can't stock breast milk, but you can stock the very acceptable alternative – Milupa Babymilks, Aptamil and Milumil. More and more hospitals and clinics are using Milupa Babymilks than ever before. So grow your business with our Little Experts and stay with Milupa for the comprehensive range of babymilks, babyfoods, rusks and drinks.

Your profits will give you plenty to smile about too!

IMPORTANT: Breast milk is the best milk for a baby. A doctor, midwife, nurse or health visitor should be consulted for any advice needed. If a babymilk is used it is important for the baby's health that all preparation instructions are followed careful

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run promotions and sample the brand. This can only help generate sales for pharmacy."

Crookes are mounting "the biggest ever sampling campaign for a medicine", involving some 250,000 capsules distributed through the media. Sample coupons are also included in consumer leaflets, compiled by Karvol's Healthcare spokesperson Dr Frances Peck, which answer all the questions a new mum is likely to ask. The same information is contained in a counter staff advice kit, which is intended as a quick reference information source.

For pharmacists and assistants a series of roadshows starts this Autumn, promoting Crookes brands Karvol and Strepsils. Point of sale material includes shelf edgers, and units for counter and window display, available from representatives and wholesalers from this month.

A £1.2m television advertising campaign, breaking in December and running through to February 1991, involves double the spend on any other brand on the market, say Crookes. They are targeting mums at home and working mums with showings at coffee-time and soap opera-time on national television.

Mr Portsmouth says that there will be no radical changes to Karvol in the short-term, but a long-term new product development programme is underway. A realisation that some 17 per cent of mums use Karvol for themselves and their family has led Crookes to "actively consider" promoting its use in adults. But for now Karvol is a children's product; consumers associate the word "preciousness" with Karvol, and buy it despite its premium price, says Mr Portsmouth. They regard it as "the alternative parent".

Crookes value the non-ingested paediatric vapour rub market at £7.3m (1989), a rise of 12 per cent year on year. Karvol is the leading brand, with a 36 per cent share (43 per cent in pharmacies), followed by Vicks vapour rub (28 per cent) and Olbas oil (22 per cent). The market is extremely buoyant, and will grow by 29 per cent to £9.4m in 1991, says Mr Portsmouth. He is confident that pharmacies will retain the lion's share of sales: "Pharmacies will enjoy considerable success in the future. They will not be threatened by grocers and drug stores, because they offer an exclusive service."

Colic/wind

Infacol is market leader in the infant colic market with 27 per cent market share, and has achieved a rapid growth in sales over the past year, say **Pharmax**. This year Infacol has been supported with a £150,000 spend which includes an advertisement campaign in consumer and medical Press.

Dendron say Dentinox colic drops contain no systemic drugs or alcohol. Year-long support for the Dentinox range — colic drops, teething gel and cradle cap shampoo — includes an advertising campaign in mother and baby magazines.

Dinnefords gripe mixture was reformulated and relaunched in innovative packaging (**Counterpoints**, August 18) as a result of the Department of Health's ruling that the alcohol in gripe mixtures should be removed.

The product now contains no alcohol or other preservative. Instead it is packaged in single-dose plastic vials — using form-fill-seal technology — so the contents remain sterile until the cap is twisted off.

Other advantages are that Dinnefords is now easy to transport, eliminates sticky bottles, and provides a correctly measured dose which can be given to the baby directly from the vial, which **Smithkline Beecham's** research showed that mothers appreciate.

Sampling in Bounty packs continues until October 1991.

LRC Products reformulated and relaunched Woodward's

gripe water (**Counterpoints**, September 1). Alcohol was removed and replaced with another preservative which the company is keeping mum about.

New product development manager Nick Pearse says the product is virtually unchanged in other aspects: "It will attract new users because it has no alcohol and will maintain the support of current users because it retains its efficacy. Gripe water is being sampled in Bounty bags, and advertised in mother and baby books and magazines, as part of a £500,000 support campaign for Woodward's new products.

Nappy rash

Elida Gibbs' Vaseline continues to be the leader in the petroleum jelly market with a 65 per cent share. The company supports the product with a "Water babies" advertising campaign in the mother and baby Press, and offers regular discounts.

They are offering the first 500 pharmacists who reply a child healthcare poster, available from Vaseline offer, PO Box 289, Sawston, Cambridge, CB2 4HH.

Pharmax have relaunched Vaseline (**Counterpoints**, September 29); an advertising campaign in the mother and baby Press started this month and runs until March 1991.

Windsor added a 100g squeeze pack and repackaged their Conotrane range earlier this year (**Counterpoints**, July 14). The company is looking to expand Conotrane's OTC share — over 70 per cent of

"sales" are on prescription. Conotrane is one of only two brands growing consistently in the £5m GSL medicated cream sector; its 11 per cent share was up 8 per cent in 1989, say Windsor.

Crookes' E45 range can be used to prevent or treat nappy rash, except where it is severe or infected, the company says. Wash E45 can be used as a soap-free alternative to clean the baby, followed by cream E45.

Teething gels

LRC Products launched Woodward's teething gel last month, hailing it as a natural, sugar-free formulation suitable for use in babies of all ages as often as required. It contains bee propolis as an antimicrobial, myrrh as an antiseptic, and sage for taste and to reduce inflammation.

The company says that mothers are looking for more natural products for babies, and it is confident that the Woodward's name will also satisfy the need for a recognised brand name. LRC will be pursuing this line of development with the launch of further natural Woodward's products planned in the near future.

Dendron value the teething gel market at £7m, and say there is a market swing towards products like Dentinox, which is based on local anaesthetics, and away from analgesics. They also report cases where shelf display of the gel, rather than keeping it in a drawer, has resulted in a three-fold increase in sales.

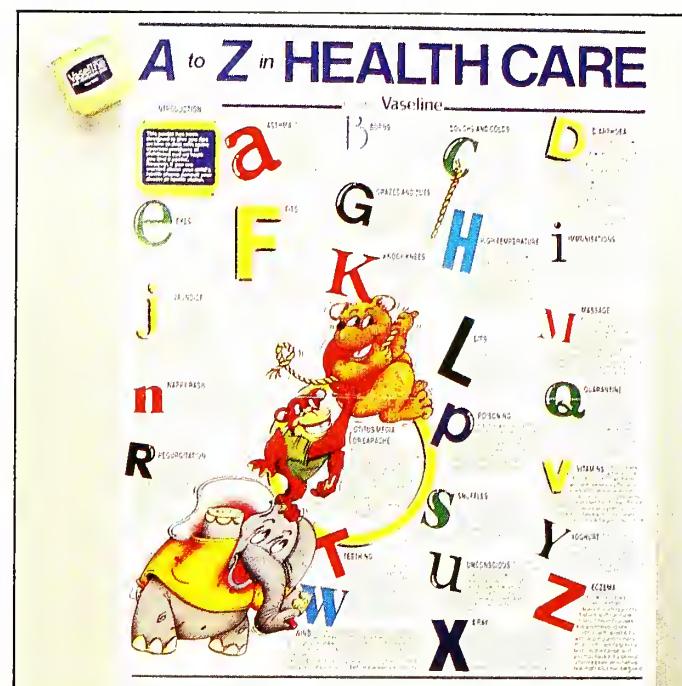
2. Non-medicines

Robinson Healthcare relaunched Feverscan this year (**Counterpoints**, February 17). They also introduced new alcohol and lanolin free baby wipes, and a 200g pleat pack of Soft & Pure cotton wool, which they say is the size mums prefer.

Unichem have repackaged their babycare range in co-ordinated pastel shades, and since then sales have risen significantly, they report.

The relaunch involved, among other things, a change in pack sizes on a number of products for better value, the use of tamper-evident packaging on their baby wipes, and a child-resistant cap introduced to their feeding bottle steriliser.

Over 300,000 copies of "The expectant father's guide" were distributed and featured in over 90 magazines and newspapers, and on 14 radio stations.



Poster offer to pharmacies (see above)

Little extras for pregnant mums

Mabel Blades, district dietitian, Bedford Health Authority, suggests how the extra nutrients may be obtained

For a woman of ideal weight, a weight gain of 12.5kg during pregnancy is ideal. A greater gain may lead to later obesity.

Most of the weight gain should occur in the second and third trimesters. Only an extra 100 calories per day are needed in the first trimester, with 300-400 calories per day needed in the second and third trimester.

During pregnancy the protein requirements are increased by 7g per day. In the UK protein intake is unlikely to be inadequate.

This amount of protein is found in: 1oz meat, 1.5oz cheese, 1.5oz fish, one-third pint milk, one egg, or one-third serving of Build-up.

During lactation the requirement for protein increases by a further 9g.

During pregnancy there is a dramatic increase in the requirement for vitamins.

The vitamin C requirement doubles to 60mg

per day. However, in the USA that is the normal recommended daily amount.

The B vitamins needed also increase, but can be met by a varied diet.

Because of controversy regarding folic acid requirements there is no UK recommendation as to the level of intake. Lack of folic acid can result in megaloblastic anaemia in the third trimester of pregnancy. Sources are yeast extracts, green vegetables and pulse vegetables.

Calcium is extremely important during pregnancy for foetal bone formation, and a daily intake of 1,200mg is recommended, compared with the usual 500mg (600mg in teenage girls).

The additional intake can easily be achieved by taking any of the following: one pint of milk, 6oz sardines, 3oz cheese or one serving of Build-up.



Courtesy of Pandance

How green are disposable nappies?

It's taken for granted that disposable nappies are environmentally friendly; but just how friendly are they?

The Disposable Nappy Manufacturers Association will tell you that disposable nappies consume about 1 per cent of the world's supply of cellulose pulp.

The pulp is produced by one of two processes, neither of which involves chlorine bleaching.

They therefore do not lead to the formation of dioxins. The super absorbent gelling agent present in disposable nappies is "safe and biologically inert", and its environmental effects are neutral.

What about disposables *versus* Terry nappies? The Association says that a study comparing the environmental impact of both, has shown very little to choose between the two, taking into account the use of equipment, materials and energy in washing cloth nappies.

Where disposables lose points is when it comes to disposal. True, the fluff pulp, which is the major component of a disposable nappy, is biodegradable. And the plastic backing sheet in some contains natural starch

and an additive to accelerate the degradation process.

However, most crucially, the conditions in landfill sites are rarely conducive to biodegradation, for which an ample supply of oxygen and moisture is necessary.

The good news is that some manufacturers are undertaking research to discover whether materials which are technically biodegradable can be broken down in real life landfill conditions.

They are also investigating other methods of disposal for used nappies, which the Association says are hygienic and involve no health risk:

■ Recycling. This is technically feasible to break the nappy down, separating the pulp from the plastic, and to recycle the pulp into building materials etc, and the plastic into rubbish sacks etc. Pilot projects are underway.

■ Industrial composting. Pilot schemes are in operation to shred used nappies and compost them into humus for agricultural and horticultural use.

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Presentation: A smooth gel with a yellowish-brown colour and a characteristic odour. The gel contains lignocaine Hydrochloride BP (Lidocaine Hydrochloride INN) 0.33% w/w and Cetylpyridinium Chloride BP 0.10% w/w.

Use: For teething pain in infants. Calgel Teething

Calgel relieves pain and soothes gums.

Dosage and Administration: A small quantity should be rubbed gently on to the affected area of the gum. Application may be repeated, after an interval of 20 minutes, up to six times in one day.

Contra-indications, warnings, etc: Do not exceed the recommended dosage. Do not use if seal was broken

before use. **Storage:** 21 to 25°C (PL 57/024Z).

Legal Category: [P] - This product is available for OTC, 'over the counter' purchase from Retail Pharmacists. Further information is available on request.

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Another baby going through the torment of teething.

Calgel quickly relieves the pain of swollen gums and aching teeth. Because it contains lignocaine, a

trusted local anaesthetic, as well as a gentle antiseptic, and because it's sugar-free, you can relieve a mother's worries too.



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OK, so it's not as exciting as the Karma Sutra. But it's easier to follow, the advertising is getting better results than ever before, and I'm seeing more of the family. I recommend you send for your free copy of this booklet now and put more of your money where your market is."

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It doesn't block the action of disposable nappies and comes in an easy to use tub.

For effective prevention and treatment of nappy rash recommend Drapolene.



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But what's really helping to sell the message of new Peaudouce is heavyweight coverage on TV.

We started with a concentrated TV-AM campaign and now it's rolling out in all areas.

Mums everywhere are finding out why New Ultra "T" is tops for every little bottom.

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TOPS FOR BOTTOMS

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